

Why Hillary Clinton deserves more respect P.26

COYNE ON DROWNING P.10



The case for rushing into marriage P.44

How iPhone is killing BlackBerry P.30

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AUG. 24th 2009

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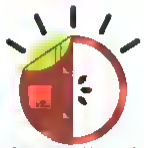
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FESCHUK: I MISS THE RECESSION P.59



Billions of dollars are wasted by generating energy that never reaches a single light bulb

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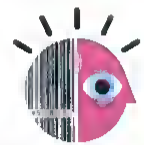
Today [illegible] being authored by billions of people and flows from a trillion devices

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VLADIMIR PUTIN has yet to find an executive power that he hasn't devoured and consolidated into his position as Russian prime minister

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THIS WEEK

MACLEAN'S

VOLUME 122 NUMBER 32, AUGUST 24, 2009 • SINCE 1905

Interview

14 | THEODORE ROSZAK
Anne Kingston talks to the historian about changes to be wrought by elder culture

Columns

10 | ANDREW COYNE
Why mandatory life jackets are a bad idea

11 | ANDREW POTTER
Hard times launch a quest for the meaning of work

12 | CAPITAL DIARY
Mitchel Raphael on Elizabeth May's reading-rail vacation

National

16 | SYNTHETIC DRUGS
Canada has become the new global drug dealer

19 | NEW LIFE FOR NDP?
The NDP seek renewal at their upcoming convention, perhaps even a name change

20 | SORRY, TORIES
A high-profile Harper supporter turns on his old party

22 | HYBRID INCENTIVES
Coaxing consumers into green autos; tobacco cover-up, stealing Africa's doctors.

2 | From the Editors 3 | Mail Bag
7 | Seven Days 8 | Newsmakers

AUG. 24-31, 2009

THE BACK PAGES

48 | Taste
Feuds and paranoia at the Calgary Farmers' Market

51 | TV
The Emmys don't want smart shows to win

52 | Books
Why a historical thesaurus took 40 years to write

53 | Bazaar
The new Honda chopper is tone deaf to heavy metal thunder

54 | Media
A comic strip Trudeau, Fellini and Zappa have in common

55 | Help
The ultimate anti-diet advice: common sense and confidence

56 | Steyn
Screenwriter Budd Schulberg taught us lessons about loyalty

59 | Feschuk
What I learned from the late Great Recession

60 | The End
Tarivona Asher Mutsengi: 1983-2009

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World

24 | STRONGMAN
Is Putin getting ready for another run at the presidency?

26 | THE POWERFUL CLINTON
Why the secretary of state deserves more respect

25 | PRETTY WOMEN
Babes beget babes. NATO polls. warmongering Chávez

Business

30 | RIM'S ULTIMATE BATTLE
The iPhone is gaining ground on the BlackBerry

34 | CROWDSOURCING
Using free, public labour

36 | ECONOWATCH
The latest on the economy

Environment

38 | TOXIC TAKEOVER
Lake Winnipeg's last stand?

Science

40 | DINOS!
Scientists think they can bring dinosaurs to life

Society

44 | WHIRLWIND ROMANCE
Why getting hitched in a hurry is a good idea

Education

47 | SALARY FOR SCHOOL
The payoff for Aboriginal children's education



INSTEAD of a name change, the NDP could adopt a nickname, as Pizza Hut will with 'The Hut'

What's 'New' anyway?

New Brunswick is hardly new It's been around for more than 200 years The same could be said for Newfoundland, New Westminster, New York City and Nova Scotia for that matter So how come no one ever talks about updating these names? It's something the New Democratic Party might want to consider this weekend

Having had the same old name since 1961, Canada's third national party is considering a redo at its upcoming policy convention One proposal would see the party drop "New" from its title. Supporters of the idea, such as NDP MP Brian Masse, figure it's time to face reality "Is it another 50 years that we stay 'new?' he asked. "Another 100?"

This seemingly innocuous suggestion has sparked considerable internal debate. James Laxer, a one-time candidate for the NDP leadership and perennial voice of dissent from the left, suggested "New" isn't about novelty but rather a commitment to the principles of the new world order "Those who want to rename the NDP the Democratic Party want to abandon the social democratic or socialist dimension in the party's outlook They want to move the party to the centre to have it compete with the Liberals," he complained this week

Laxer may be on to something After surprising many observers with a slick election campaign last year, a rebranding exercise further bolsters the sense that the once rough hewn NDP—an amalgam of urban labour unions and a rural farmers party—is going corporate. So what lessons can the corporate world offer on name changes?

Shorten it up Sometimes simple initials are enough *Gentlemen's Quarterly* publishes twelve times a year But everyone knows it as *GQ* The second "T" in AT&T stands for telegraph, something no one has seen for 50 years The Bank of Montreal has its executive offices in Toronto but insists on being called BMO And what's the O stand for anyways?

The true test of a name is not whether it's authentically descriptive, but whether people can remember what it represents Like the transformation of Kentucky Fried Chicken to KFC, the party could become simply the "NDP"

Try a reverse Starbucks recently unveiled a bold new branding strategy disguising its new stores as their polar opposites With 16,000 corporate outlets worldwide, the chain's latest coffee shops present themselves as small neighbourhood independents, such as 15th Avenue Coffee and Tea on Seattle's 15th Ave This opens a wide range of daring options for the NDP, such as the Best Friends of Big Oil Party or the Low Low Tax Party

Adopt a nickname This is without doubt the hottest trend in branding right now Pizza Hut recently announced it was changing some of its stores to "The Hut" And earlier this month RadioShack in the U S announced it will become THE SHACK Both are transparent attempts at creating snappy nicknames in hopes of endearing the brand to younger customers raised on abbreviations and text messages

With this demographic in mind, the NDP might simply become THE PARTY Now who wouldn't want to vote for that? M

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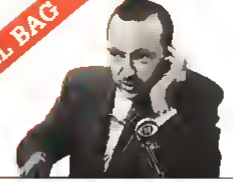
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LUCAS OLENIUK/TORONTO STAR

MAIL BAG



'Walter Cronkite gained our trust because he had the guts to express his opinion'

TO BREED OR NOT TO BREED

I DO NOT feel the calling to parenthood, and very much appreciated your efforts to help people understand that those of us who choose to remain child-free are not narcissistic egomaniacs ("No kids, no grief," Society, Aug 3). On the contrary, we are often giving back to the world as much as any parent I have found that I have the time, energy and resources to nurture the world and the people already in it If society were a fair place, the child-free would be able to have paid "mat leave" to volunteer in developing nations or pursue social justice projects
Melanie Wallace, Vancouver

I WAS DISGUSTED at both sides presented in this article, which was full of immature name calling I agree that having children should be a choice. But do not call the children I did choose to have "parasites"! I don't presume to tell people they are selfish, unnatural or evil for not having children. This issue is just one more example of people not being able to mind their own business
Tammy Hare, Rocky Mountain House, Alta

TOO OFTEN over my 20 years as a teacher I have taught children who are raised by parents who obviously regret having had kids They are the ones who resent their kids, let the teachers do the raising, and then blame us when their children are a disappointment to them. Their children are usually the kids who have no respect for the others in the classroom because they have never been taught about selflessness, compassion, and yes—gasp!—sacrifice
Nicole Tremblay, Calgary

YOUR ARTICLE fails to recognize that there are couples who have a strong and loving marriage, a comfortable lifestyle, university educations—and children It is true that parenting takes work, commitment, patience, giving and sharing But so does a marriage, and so does succeeding in your career.
Janice Kerr, Regina

THE LIMITED perspective of the me-first mentality doesn't account for the social and financial burden of a Canada in which one in three people will be a pensioner by 2050 You quote author Corinne Maier claiming that this happy arrangement will result in "less unemployment, less congestion, fewer wars"—and to that I would add ' an unsustainable economy"
Jeffrey Hynds, Richmond Hill, Ont

AFTER NEARLY two decades of life where the most important person was me, becoming a father at age 37 changed my existence. My wife and I always said we didn't want kids We spent our spare time socializing with friends, taking numerous trips abroad, counting our cash, and we thought life was grand The past 20 months as parents have taught us that all of it meant nothing Just making



my daughter laugh is far better than the best meal I've had in Italy or strolling the beaches in Hawaii. I now feel genuinely sorry for those who focus on their selfish existence too long and end up lonely, bored and childless
Chris Boyd Oakville Ont

ENVIRONMENTALISM has gone too far when it chastises human existence itself What exactly is the point of saving the planet for future generations when there won't be any future generations to enjoy it? Why don't these hypocrites really put their money where their mouth is by committing suicide, they would reduce their carbon footprint substantially! At the very least, child-free advocates like Corinne Maier could save a few trees by not writing any more books, Cameron Diaz could really save the planet by quitting the movie business—just think how much energy was consumed in the making, marketing, and distribution of *Charlie's Angels* Environmentalism is supposed to benefit human life, not demonize it
Edmund Rogers, Barrie, Ont

YOUR COVER STORY is subtitled, children "can hurt your career, your marriage, your social life, your bank book" My kids have enriched my life in these areas and many more. They affected my career by forcing me to prioritize and spend my time wisely They affected my marriage by bringing a deeper commitment between me and my spouse My social life has been enriched by the friends of my kids My bank book may be thinner, but life is fuller when we share
Trish Boese Linden Alta.

AS A MOTHER of two, I was expected to be in awe of my children from the moment they were born, and to love every minute of parenting This is not the case Parenting is full of worry, upset and grief Yes, the good tends to outweigh the bad I love my kids But if I could turn back the clock and go back? I'd have chosen to be child-free I'm glad to know I'm not the only one
Amanda Deschenes, Niagara Falls, Ont

THE STRONGEST argument that can be made against all that was offered in this article is that it is clearly against the will of God, who commanded us to "be fruitful and multiply" Your article demonstrates the continued erosion of the spiritual tone of our nation.
Thorold Marsaw, Brantford, Ont

AS A MOTHER and grandmother, I believe people who choose not to have children shouldn't be criticized any more than a person who chooses not to attend church A more important discussion should be around parenthood as a privilege versus a right Perhaps it should be granted only to those who are stable, caring individuals who fully understand the monumental sacrifices that they must be willing to make
Judy Millett Dartmouth, N S

PRECIOUS FEW of us can influence the politics of the world in any other way except that of raising future generations I suspect childlessness is nature's way of ensuring survival of the fittest Raising a family takes a lot of energy, a lot of time, a level of commitment

and maturity and bravery that demands the best from a parent. The decision not to take on this challenge ensures your inner weakness is removed from the gene pool.
Pamela Pastachak, Picton, Ont.

NORTH AMERICAN culture still demands that women choose between career and family. I know and admire many academic and professional women who do manage a good work life mother balance, but society sure doesn't make it easy on them. Happiness and fulfillment is not dependent on your reproductive status.
Leah Getchell, London, Ont.

STRAINED FINANCES AND poor communication are the two biggest reasons why marriages fail. In my opinion, children are the major cause of both. Knowing the Canadian divorce rate is around 50 per cent, I would be interested to know what the divorce rate is for child-free couples versus parents.
Alysha Bayes, Fredericton

MOST OF THE reasons for celebrating not having children (inconvenience, economic, ecological) could also apply to not having elderly parents. If these happier, higher educated, genetically programmed child-free people pulled the plug on their aging moms and pops they would really be able to dedicate their lives entirely to self fulfillment.
Gordon McCrostie, Edwardton

FOREIGN AFFAIRS

NICHOLAS KÖHLER claims that members of the Immigration and Refugee Board of Canada (IRB) are "selected as much for their political connections as for their credentials" ("A crackdown on queue-jumpers," National, Aug. 3). The government appoints IRB members from a list of candidates qualified by a selection advisory board. Candidates undergo a transparent merit-based selection process that includes screening for suitability, a written test, an interview and reference checks. The IRB chairperson recommends only those candidates who successfully complete this process. Once appointed, members are required to take an oath of office and are subject to a code of conduct that addresses issues of conflict of interest and bias. All members undergo extensive training and mentoring before presiding over cases.
Brian P. Goodman, Chairperson, Immigration and Refugee Board of Canada, Ottawa

IN YOUR ARTICLE on recent drastic changes to Canada's refugee policy, Immigration Minister Jason Kenney responds to his critics by saying, "The tinfoil hat brigade is suggesting that the government nefariously refused to make appointments to create a backlog." The term "tinfoil hats" is commonly used as a slur against paranoid conspiracy theorists, meaning that Kenney has no hesitation publicly asserting that his critics are raving nuts. This includes people such as Peter Showler, former chairman of the IRB and director of the Refugee Forum at the Human Rights Research and Education Centre at the University of Ottawa, and Audrey Macklin, a law professor at the University of Toronto and former member of the IRB. They and many other highly respected experts on human rights and international law have written articulate and closely reasoned critiques of Kenney's policies. They deserve an intelligent response from the minister, not gratuitous insults.
Janet Cleveland, Montreal



'JASON KENNEY'S "tinfoil hat" critics deserve a more intelligent response'

BLAIR GABLE/REUTERS

SPACE IS THE PLACE

ANDREW POTTER has missed an important point about space ("Fear of a Red planet is just what we need," Opinion, Aug. 3), as do many who see space as some unexplored, 21st century Northwest Passage. We have accomplished wonderful things using space and they need not involve leaving low earth orbit. Remote sensing from space has shown us the ozone hole, the movement of ice in our navigable waters, and has explained many other natural and man-made changes to our planet. We have tracked crop damage and monitored our forests. We have even used it to help explain where avian influenza came from. Ill-informed and narrowly focused diatribes such as Potter's do a tremendous disservice to the many competent scientists and engineers in Canada who are doing wonderful things in government, industry and academia applying space to serve mankind.
Bob Ryerson, President, Kim Geomatics Corporation, Manotick, Ont.

CRIME AND POPULATION

IN REFERENCE to declining crime rates in your article "A dearth of villains" (Seven Days, Aug. 3), you conclude with the question, "Do we really need so many police officers?" It is appalling that you confuse crime rates with total crime and then reach indefensible conclusions. Crime rates are typically calculated as a certain number of crimes per 100,000 population. Canada is continuously growing. For the crime rate to stay the same as population grows, total crime events must also increase. If the population increase is faster than the number of crimes, then the calculated crime rate decreases, but not if the total number of crimes is still increasing. Police forces are staffed by total numbers of events per day, per week, per year—not based on the number of events per 100,000 population.
Brian Bowkett, Kelowna, B.C.

UNCLE WALTER WAS RIGHT

ACCORDING TO Mark Steyn ("Uncle Walter: not so sadly missed," Steyn, Aug. 3), in reporting on the end of the Viet Cong Tet Offensive in 1968, the late Walter Cronkite failed to declare victory, thereby costing the United States the Vietnam War. Who would have thought that any journalist, even Saint Walter, could do so much "damage" with one opinion? In retrospect, the president should have had the foresight to put him on the payroll and have him proclaim a great victory instead of stating his professional opinion. I imagine Steyn would consider that more in the spirit of a democratic society.
Ken Frankel, Montreal

MARK STEYN is more than a little misguided when he writes about Walter Cronkite. Uncle Walter gained the trust of his nation not because he could glibly read the news with a gravelly voice, but because he actually had a real opinion and had the guts to express it, whether that pleased politicians or not. Frankly, when Steyn's column stops it will not be so sadly missed.
Lee Davis, Vancouver

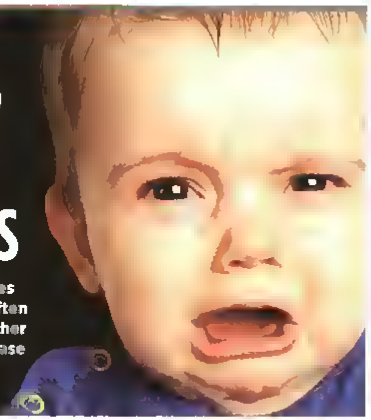
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This week on the Web

THE 'NO KIDS' DEBATE CONTINUES



Writer Anne Kingston takes on the impassioned—and often cruel—reader letters about her controversial article "The case against having kids."
macleans.ca/nokids

BLOGS



PAUL WELLS
The Obama administration has been a bit schizophrenic about what to do in Afghanistan. This can be taken as a sign of lucidity, not confusion. Once you accept that things are going very badly indeed, it's hardly obvious what to do about it. macleans.ca/wells



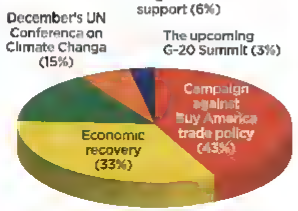
JOHN PARISELLA
To assess real leadership, one needs to observe a president when faced with adversity. Obama has displayed a coolness and a grace under fire as well as a capacity for growth in the future. I remain most impressed by his comment that he was not on a 24-hour news cycle. macleans.ca/parisella

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macleans.ca/twitter

WEB POLL RESULTS

What should Harper make his priority when he visits President Obama on September 16?



THIS WEEK'S POLL: macleans.ca/poll

WEEK IN PICTURES



The most breath-taking, surreal and head-scratching shots of the last seven days in our online photo gallery
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ISTOCK

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THIS WEEK

A WEEK IN THE LIFE OF LARRY O'BRIEN

The Ottawa mayor has wasted little time since his acquittal last week on charges of influence peddling. By Thursday he was back at city hall, tackling an overflowing in-basket after a briefing from acting mayor Doug Thompson. O'Brien had been on a leave of absence since May 1 as the trial dragged on. On Tuesday, he announced he is preparing a major speech on the issues facing the city. It will set priorities for the 2010 municipal elections, where he'll face the voters' verdict.

Good news

Seeing justice done

Lawyers shouldn't represent themselves. Doctors shouldn't treat themselves. Now RCMP complaints commissioner Paul Kennedy rightly says Mounties shouldn't investigate themselves. In a report issued Tuesday, Kennedy says investigations of fellow Mounties are "flawed and inconsistent." Among the problems: lead investigators knowing members under investigation, members of lower or equal rank investigating fellow officers, the RCMP's failure to track internal cases, or their outcomes. The force, says Kennedy, "has no understanding of what the scope of the problem actually is." The airport tasering and death of Robert Dziekanski and the in-custody shooting of Ian Bush, both in B.C., are two RCMP self-investigations that raised serious public doubts. RCMP brass should embrace Kennedy's recommendation that arm's-length bodies investigate serious internal cases. The force's credibility is at stake.

Sticking it to the flu

The H1N1 flu virus faded from the news this summer, but it's folly to think the risk from human swine flu is over. Nationally, more than 60 people died and 1,300 have been hospitalized since the pandemic started. The Canadian and provincial governments will spend $400 million on 50.4 million doses of swine flu vaccine. The vaccine, under production in Quebec City, should be available to all who want it by November. "Nobody will be left behind," says Health Minister Leona Aglukkaq. Vaccine production isn't a "sexy" political issue, but it's heartening to see we are prepared when, and if, the flu storms back this winter.

Help is on the way

Overdue reinforcements will aid Canadian troops, who have paid a bloody price in their efforts to protect civilians and drive Taliban insurgents from Kandahar. U.S. General Stanley McChrystal, head of NATO forces in Afghanistan, will boost to 21,000 the number of U.S. soldiers deploying to the region. It's a belated recognition of the Taliban's strength, the area's strategic importance and Canada's lonely battle to hold the fort.

Bad news

Our lost summer

It must be said: this summer stinks. We're not just talking the weather, but let's start there. Too hot. Too cold. Too dry. Too wet. Every region has its cross to bear, and sometimes cross bears, too. In B.C., dry weather forced a campfire ban. In Ontario you couldn't spark one for the rain. At Ottawa's Britannia Yacht Club, miserable conditions drove kids inside to learn knot tying or to watch *Pirates of the Caribbean*. Same story at "Sunny" Acres Day Camp in Montreal, where a treasure hunt for gold painted rocks had to be held in a hallway. Kids might as well work, but little chance of that. The student unemployment rate hit 21.9 per cent, the highest on record. July has much to answer for, and August is no prize either. And the September forecast? An election, we fear.

Let's make a deal

Putting avarice in the service of justice can make for gauche public pleas. Consider the P.E.I. man who's purchased ads in B.C. newspapers offering to split EnCana's $1 million reward for information leading to the Dawson Creek pipeline bomber with the bomber himself. "He'll probably find a girlfriend or a friend or a relative to do the same thing, so why not me?" says James Halstrum, who promises to deposit half the cash in an offshore bank account if he's allowed to turn the bomber in. The RCMP is reportedly looking at whether such a deal would contravene the law as much as it does good taste.

Olympic begging

The Vancouver Olympic Committee faces a financial shortfall six months from the start of the Winter Games. It's gone begging to both governments and the private sector to donate the services and salaries of 1,500 staff that VANOC needs but can't pay for. Much of the blame falls on a weak economy, and the International Olympic Committee. The IOC failed to deliver two key sponsors: a shortfall of $30 million. And it required VANOC to buy up all outdoor advertising to resell to approved sponsors. Some $12 million of that is unsold. Organizers are cutting costs and expectations while the IOC sticks taxpayers with its champagne dreams on a hot dog budget.

WhyTunes

Bob Dylan is recording a Christmas album. Try not to fear. He went electric, and the world was only momentarily thrown off its axis. He did TV commercials for the Cadillac Escalade and fans stayed true. But is the world ready for Dylan nasalizing *Here Comes Santa Claus*? Doubtful. Pray he doesn't add a Christmas theme to his classics. *Sad Eyed Lady of the Snowlands*. *Sub-zero Home sick Blues*. *Just Like a Snowman*. Brrrrr. Well, it wouldn't be Christmas without a turkey. M

FACE OF THE WEEK



STILL HERE in Bangkok: alleged Russian arms dealer Viktor Bout in a court call. He was fighting extradition to the U.S., and won.

Candid camera

YouTube is more than a video bazaar of the bizarre. The Internet time-waster is also proving a fine law-enforcement tool. Three Saskatchewan men pleaded guilty Monday to duck hunting with a rifle from a car, tipping off authorities by posting their escapades online. Quebec police are examining the parent-shot video of a seven-year-old boy at the controls of an accelerating Honda. Some bemoan the proliferation of closed-circuit cameras in public spaces, but why worry when we're incriminating ourselves on YouTube?

THIS WEEK

NEWSMAKERS

Whisky hueineee

On Sunday, Queen Elizabeth II, 83, launched her new YouTube channel, where shewill broadcast her 50th annual televised Christmas message rhis December According to Buckingham Palace, "the Queen always keeps abreast with new ways of communicating with people" Also available on the Royal Channel will be video clips of garden parties, state visits, and footage of a day in the life of Prince Charles Some things about the royal family, however, are not for public consumption According to the *Daily Mail*, the Norfolk Police has declined a request made under the Freedom of Information Act for details on how many officers receive a bottle of whusky from Her Majesty each year at Christmas time The police department issued a five page


QUEEN ELIZABETH II

response defending its secrecy, claiming that in the wrong hands, this information could allow "domestic or foreign terrorists to establish the level of police protection afforded to royal residences" It would reveal, however, that two of its officers, Chief Insp Dick Curtis and Sgt P Newby, had each received Christmas puddings from the Queen, valued at £13

It worked for Bill

Hyun Jeong-eun the head of Hyundai Group, one of South Korea's most powerful conglomerates, ventured to North Korea this week to discuss "current issues" with officials and attempt to secure the release of one of her employees The man, known only by his family name, Yoo, who was taken prisoner in March in the Northern border town of Kaesong, according to the BBC, allegedly for "undermining the North's political system" Hyun's visit is said to have been prompted by the recent success of former U S president Bill Clinton in negotiating the release of two American journalists Clinton is reported to have raised Yoo's case during his visit with Kim Jong Il, but so far


HYUN JEONG-EUN

there is no reason to believe the North Korean dictator has any intention of releasing him.

But he home hy 11

Prime Minister Stephen Harper has reportedly granted permission to members of his cabinet to attend an upcoming event honouring Brian Mulroney, despite having issued a ban in 2007 on "any dealings" with the former prime minister until the Mulroney Scfireiber probe is complete. According to a report in Ottawa's *Hill Times*, the PM determined this party—scheduled for Sept 18 at Le Windsor in Montreal—to be a special exception because it commemorates an important day in the history of the party the anniversary of the 1984 ousting of the Liberals "There's a distinction between holding a private meeting with Mulroney to diseuss government business, say, and attending a celebration like this one," according to Andrew MacDougall, the PM's deputy press secretary Otherwise, the no fraternizing rule stands

Dear John, why are hoys eo mean?

In the mid '80s, at the age of 15, Alison Byrne Field wrote a fan letter to director John Hughes, who died suddenly last week at the age of 59, to tell him how moved she was by his film *The Breakfast Club* She also asked him to be her pen pal, and he actually said yes "For two years," she says, "John Hughes and I wrote letters back and forth He told me—in longhand black felt tip pen on yellow legal paper—about life on a film set and about his family I told him about boys, my relationship with my parents and things that happened to me in school" They exchanged 20 to 25 letters in all In one, Hughes wrote, "I can't tell you how much I like your comments about my movies Nor can I tell you how helpful they are to me for future projects I listen Not to Hollywood I listen to you I make these movies for you Really No lie There's a difference I think you understand"

I het you have cool toye, too

Last week, the Physicians Committee for Responsible Medicine, a Washington-based non-profit group, risked the ire of President Barack Obama by featuring his daughters Sasha, 7, and Malia, 10, in its new advertising campaign In the ads, posted in Washington's Union Station, Jasmine Messiah, an eight-year-old vegetarian and public school student, muses, "President Obama's daughters get healthy school lunches Why don't I?" The campaign is designed to promote a petition urging lawmakers to increase the number of vegetarian, vegan and nondairy food options in public schools The ads also point out that the Obama girls' private school, the elite Sidwell Friends, offers vegetarian chih, roasted vegetable pizza and other healthy options in its cafeteria. Darrell West, director of the Brookings Institution Governance Studies program, was one of many observers to doubt the logic of this promotional strategy "This is not the way to win the heart of the President," West told *Politico* "It's dangerous to target Obama's daughters because many people view family members as off-limits for political advocacy" George Washington University media professor Steven Roberts added, "If I were that group, I would fire my advertising adviser"


JOHN HUGHES

LFF | JE WON/FEUERS, PAUL NATKIN/GETTY REUTERS
LHIS, CHARRONNEAU/GETTY ANDREW H WALKER/GETTY
FAME PICTURES/KEYSTONE

Guese they trecked hie peckage

After a lengthy investigation, Cameron Douglas, the 30-year old son of Oscar-winning actor Michael Douglas, was arrested recently at the chic Hotel Gansevoort in New York City for dealing large quantities of methamphetamine over a period of three years He faces a mandatory minimum prison sentence of 10 years and a maximum sentence of life behind bars In one deal, according to a criminal complaint madepubhc last Thursday, Douglas was paid US$48,000 by a New York-based client for a pound of crystal meth, which Douglas later shipped to him from Santa Barbara, Calif., via FedEx. In recorded phone calls obtained by authorities, he referred to the drugs as "pastry" and "bath salts" Douglas is best known for co starring in a 2003 movie with his father and his grandfather, Kirk Douglas, called *It Runs in the Family*


CAMERON AND MICHAEL DOUGLAS

On the scent

Projet Montreal, the five-year old municipal party, scored a public relations coup when it was announced that retired judge John Gomery—who became known nationwide as a defender of political ethics after he headed up the federal sponsorship scandal inquiry—is taking on the role of honorary chairperson of its fundraising campaign. Gomery's entrance into municipal politics was spurred by his belief that the current administration is not operating above-board. "There is a very bad stench that surrounds the current city administration," he said at a press conference in Old Montreal, "and I find that my fellow citizens are discouraged and cynical" Another incentive for his support of Projet Montreal—which focuses on public transit and transparency, the environment, and is widely considered to be a fringe party—is the fact that his daughter, Cym Gomery, is running for a city council seat under its banner. "I have never been so discouraged about Montreal," Gomery told the *Montreal Gazette* "There is no effective leadership There is no plan to get us out. Projet Montréal seems to have a plan."

Let him go gentle

Following a recent decision by Britain's Law Lords that the current law on assisted suicide needs to be clarified, fantasy novelist Sir Terry Pratchett, 61, voiced his support for its legalization "I live in hope I can jump before I am pushed," he told London's *Daily Mail* Pratchett was diagnosed with Alzheimer's disease in 2007 "I believe that if the burden gets too great, those who wish should be allowed to be shown the door," he said "In my case, in the fullness of time, I hope it will be in the garden under an English sky, Or, if wet, the library"

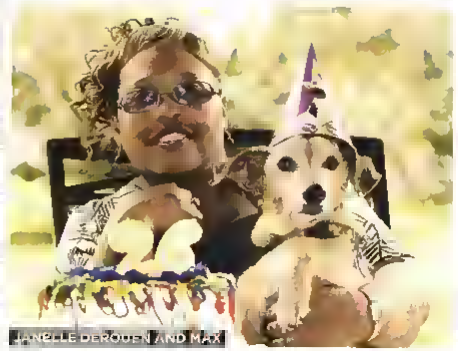
Who's the real scaredy cat?

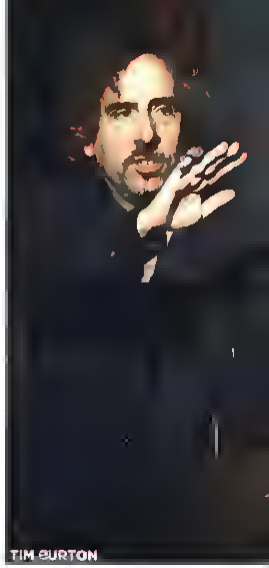
Tim Burton, the director of such macabre films as *The Nightmare Before Christmas*, *Beetlejuice*, and the upcoming *Alice in Wonderland*, told reporters last week that he's tired of politically correct parents trying to protect their children from scary stories. A little terror is good for them, he says "I don't know why adults keep fighting that," he said "They keep fighting the fairy tales that have been told since the beginning of mankind They're fighting *Pinocchio*. They forget what it's like to be kids Kids like to be scared Most great children's literature is politically incorrect, so I don't know why they can't get used to it by now"

Believe it! Or not.

A controversial new television show, and the woman behind it, Seyhan "Sisi" Soylu, are the talk of Turkey In the show, called *Penitents Compete*, religious dignitaries—including a Catholic priest, a Muslim imam, a Jewish rabbi and a Buddhist monk—compete to convert a group of 12 atheists Among the activities they partake in are one-on-one conversations, group Q&A sessions, and visits to places of worship If a cleric manages to convert an atheist, the latter wins a trip to the religiously appropriate locale (Mecca, Jerusalem, the Vatican, or Tibet). The show is made all the more controversial because its creator, Soylu, 36, a journalist, former police officer, and the son of a diplomat, underwent a high-profile sex change operation at age


SEYHAN SOYLU


JANELLE DEROUEN AND MAX


TIM BURTON

20 Soylu was deeply involved in the campaign to overthrow fundamentalist Turkish PM Necmettin Erbakan in 1997 The show, broadcast on Turkey's Channel T, has attracted a tremendous amount of scorn, particularly from traditional Muslims But Soylu, a "devout Muslim with non dogmatic views" told *Der Spiegel*, "Where is the problem? We don't want to incite a religious war We want to help people find God."

He doesn't look a dey over 181

Last Saturday, Max, a terrier-cross from Louisiana, celebrated his 26th birthday with a special party hosted by his owner, Janelle Derouen Max, who is 182 in canine years, is believed to be the oldest dog in the world (pending confirmation by Guinness World Records, currently verifying his veterinary birth certificate) The key to Max's longevity and continued good health—except for some mild arthritis and cataracts—is his zen attitude, says Derouen. "He's a very, very laid-back dog," she says "He likes to he down, relax, nap, sleep a lot and keep life simple He'll play with the kids for a bit, but if they bother him too long, he'll wander off" M



ONTARIO PROVINCIAL POLICE officers search Moon River Falls for the bodies of three Toronto men who were cliff-jumping

Drowning in a sea of simple-mindedness



ANDREW COYNE

In a typical year, somewhere around 450 Canadians will die by drowning. As it happened, in the first week of August this year, eight Canadians drowned—about the number one would expect in any given week, except that, on this particular week, all the victims met their end in Ontario. Or more precisely, within the catchment area of the *Toronto Star*.

In an instant, an entirely probable series of tragic accidents was transformed into an epidemic, with a single cause and a universal remedy. "Drownings prompt calls to reform boating laws," the paper's front page headline blared. "A shocking spate of drownings on Ontario's lakes and rivers," the story reported, "has officials demanding all boaters be required to wear life jackets."

Of course, the drownings themselves "prompted" no such demands. The prompting was all the *Star*'s. Moreover, as the story airily conceded, "not all these deaths involved boats." No, indeed. Three of the dead drowned while cliff-jumping at Moon River Falls. Two more died trying to save a little girl down the river at Bala Falls. Note the addresses.

Of the three boating deaths, one involved a tunnel hull speedboat that, as the same story reported, "was travelling at high speed when it cartwheeled end over end." The driver died in hospital. The second was at least a drowning victim, whose dinghy capsized, was reportedly a non-swimmer. The third was a man, also a weak swimmer, who went canoeing with a friend sometime after midnight. Again, I'll quote the *Star* story: "Police believe alcohol was involved."

To most readers, the lessons to be drawn from this catalogue of misfortune might be apparent. Don't jump into waterfalls. Don't go sailing if you can't swim. Don't get into a canoe drunk after dark. To the *Star*, the only appropriate response is federal legislation requiring all of Canada's estimated 10 million boaters to wear a life jacket at all times.

The *Star*'s leap to judgment is all the more bizarre when you look at the broader picture. Contrary to the story's premise, Canada's lakes and rivers have not suddenly turned into foaming maelstroms of death. According to figures compiled by the Lifesaving Society, the number of drownings nationwide has been falling steadily for the past two decades: from 683 in 1990 to 433 in 2004 (though it spiked back to 492 in 2005, the last year for which it has figures). For all we know, 2009 may come in lower still.

About one-third of drowning victims each year are boaters. Of these, 12 per cent or more go to their watery graves *wearing their life jackets*. So we are looking at 120 or so deaths a year that could conceivably be prevented by such a law. But drill further into the data, and other risk factors come into view.

According to the Lifesaving Society, 60 per cent of boating drownings occur in water that is colder than 10° C. Where the victim's swimming ability is known, two-thirds are listed as weak or non-swimmers. At least a third of the time, alcohol is involved.

Even allowing for some overlap in these figures, that suggests the number of preventable drownings among what I'd guess is the vast majority of the boating population—sober, warm-weather swimmers—is somewhere south of 40, about the same number of people, literally, that drown every year in the bathtub.

Presumably the *Star* does not want a law requiring us to wear a life jacket in the bath. Yet it's not clear the risk of drowning is any greater for the millions of boaters it would forcibly clap in synthetic foam. Even if we include the drunken non-swimmers who go boating in winter, it's about one in 70,000.

I might add in passing that such a law would be ludicrously unenforceable: with as many as three million lakes, several hundred thousand rivers, and thousands of miles of coastline, most Canadian boaters will go their whole lives without seeing a police boat. You would think, then, that the spokesman for the federal minister of transport would have given the back of his hand to the *Star* when it called him for comment. Instead, he said, "This may be something we would review in the future," which the *Star* claimed meant the department was "considering" the idea.

And why not? The same ministry is in the throes of trying to force every one of Canada's eight million power-boat users into obtaining a licence. A month away from the Sept. 15 deadline, just 1.5 million have done so, though the licence itself is farcically easy to obtain—you can get one over the Internet, provided you get a buddy to act as "proctor" for your "exam." Unnecessary, unenforceable, and hugely unsubscribed: its only virtue is that it will give transport bureaucrats something to do. Perhaps it will keep them from drafting life-jacket legislation.

Or perhaps not. And if it's not life jackets this time, it will be something else the next: every accidental death, no matter how freakish, raises the same simple-minded cry. Helmets for tobogganists! Child seats for 12-year-olds! Bubble wrap for cats!

So I think it's time a line was drawn. I have no intention of obtaining any accursed "pleasure craft operator card." When the police stop me, halfway down the lake, in my seven-horsepower Grumman, I will insist on being fined, which fine I will refuse to pay. And when my case is heard, I will appeal, not to the freedom of speech or religion, but to the sacred and inalienable right to be *left the hell alone*. M

DAVE CHIDLEY/CP

ON THE WEB: For more Andrew Coyne, visit his blog at **www.macleans.ca/andrewcoyne**

The true meaning of work? It's money.



ANDREW POTTER

For all the talk about downturns being an opportunity for society to pull together, the current recession has been marked by an ugly round of class warfare. On the one hand, the middle class is ready to lynch the insanely well-paid financial-sector workers who brought the economy to its knees and are already back to looting the till. At the same time, there is little sympathy for those who actually work for a living, with a lot of anger directed at striking blue collar workers who are deemed unworthy of their demands for wages and benefits.

What's weirdest about this class war, though, is how the heroes of the knowledge economy, the members of the so-called creative class, have turned on themselves. In one of those odd moments of cultural synchronicity, everywhere you look these days someone is pledging their newly discovered appreciation for the virtues of skilled manual labour. In contrast with the inert "creative" work that involves moving columns of numbers around or turning one set of squiggly lines on a page into another set of squiggly lines on a page, activities that involve making and manipulating actual stuff are finding new fans.

There is *The Pleasures and Sorrows of Work*, by Alain de Botton; Novella Carpenter's book *Farm City*, about her adventures raising pigs and rabbits in inner city Oakland; and a recent essay in the *National Review*, wonderfully titled "Joseph Epstein, Unhandyman."

But probably the most interesting recent salvo is the book *Shop Class as Soulcraft*, by the poli-sci Ph.D.-turned-motorcycle mechanic Matthew Crawford. This widely excerpted book is a smart and sharp attack on the very idea of the creative class, dismissing knowledge workers as semi-lobotomized cubicle-dwelling paper pushers who produce nothing of value and who have outsourced their self-esteem and self-respect to middle management.

> We fetishize what's scarce. Last year's obsession was home cooking; now we're all enthralled with hard physical work.

Part of the "hard work is great" trend is just the usual writerly fascination with the exotic—and for many writers, any household chore more complicated than changing a lightbulb is more alien than a trip up the Amazon. As Epstein writes, "I often met men who tuned their own cars or did their own plumbing, and, in one instance, a guy who was building his own house. ... I wished I had their talent."

But another reason why writers have turned to re-examining the pleasures of getting our hands dirty is that this is just the sort of thing writers do when society reaches a certain level of self-consciousness about an institution in decline. Fetishization is a consequence of scarcity, which is why a few years ago every one was talking about baby culture, and last year's obsession was home cooking.

Crawford gets at a deeper issue though: the gnawing suspicion that we've been sold a bill of goods with this whole knowledge economy business, and its premise that everyone is entitled to meaningful and highly paid work that doesn't involve going home covered in soot or smelling of bull's blood. His conclusion is that we should all set up as skilled independent contractors doing work that is results-oriented and provides the intrinsic satisfaction of the exercise of skill for its own sake. As many reviewers have pointed out, this is the essentially the same prescription you'll find in any number of similar books, with titles that run the gamut from *Zen and the Art of Archery* to *Zen and the Art of Motorcycle Maintenance*.

As serious career advice, this is pretty dubious stuff. Crawford's argument is in part a lament for the way society denigrates the trades as dirty, simple-minded and low-brow. We push kids away from vocational training and into university, our cultural snobbery generating a surfeit of underemployed kids with bachelor degrees while skilled but labour-intensive jobs go unfilled. The trouble with this thinking is pointed out every time the government puts out a budget pumping more billions into universities while leaving the colleges to starve, except it gets the actual dynamic exactly backwards.

The thing about high-level vocational training, though, is that it is long and the skills are difficult to acquire, and at the end of it you are left with a narrow set of abilities that pretty much ties you to that employment sector. Yet in survey after survey, the young people who are getting ready to "upskill" before heading out into the working world say they expect to have very fluid career paths. What they want from their education is flexibility, precisely the sort you get from a university degree. It is not prejudice that keeps them out of vocational school, but a sense that if it isn't a dead end, it is at least a very narrow avenue of approach.

But Crawford's point is not about job mobility or smart planning, it's about the meaning of life. And in the end, the real bill of goods we've been sold is the idea that the work that feeds our bellies should also nourish our soul. As Joe Heath writes in his book *Filthy Lucre*, the market is a ruthless destroyer of dreams. Every kid wants to grow up to be a rock star or an astronaut or a firefighter, but the vast majority end up as cubicle drones or assembly line widgets, not from choice but from necessity. There's a reason why they call it work, and a reason why they pay you.

The creative class economy, with its promise of the perfect fusion of meaning and Mammon, was always a bogus idea. But so, too, is the idea that shopcraft will save us all. Ask Matthew Crawford. Notwithstanding his elegy for the merits of motorcycle maintenance, he pays the bills through consulting work, putting his despised Ph.D. to work. M

ON THE WEB: For more Andrew Potter, visit his blog at **www.macleans.ca/andrewpotter**

MITCHEL RAPHAEL ON THE CABINET MINISTER WHO'S LOST 30 POUNDS AND MAY'S TRAIN HOLIDAY

NEWFOUNDLAND MP HAS 'RESCUED A FEW PEOPLE'

The 191-year-old Royal St. John's Regatta is held the first Wednesday in August—or, if the weather's not right, the first good day after that. The regatta committee assesses conditions in the early morning and then, if it's good for the boats, declares a holiday for the city. "You should have the right to have a holiday on a good weather day," says Newfoundland NDP MP **Jack Harris**. Harris has been going to the Royal St. John's Regatta for more than 50 years. He usually plays a game or two of crown and anchor, though not this year. His big win in the past was "a couple of bucks." He recalls that many years ago, kids would walk around the regatta carrying buckets of water with an egg cup at the bottom. A person would double their money if they landed a coin in the egg cup. Harris himself never landed a coin in the cup. "You were pretty much saying goodbye to your dime," jokes the MP. This year, Harris was joined by NDP Leader **Jack Layton**. It was Layton's first time at the regatta and as he and Harris walked the grounds the phrase "pair of Jacks" was heard a few times. Layton was made an honorary member of the regatta committee and presented with a baseball cap. On that same committee is Liberal MP **Siobhan Coady**. A member since 1992, she has also been a judge at the regatta and in the '80s was an active rower. She never tipped a boat, "but I've rescued a few people," says Coady. She's also known as a "treat" lady because she always gives out crabs or shrimps.

HAS ANYBODY GOT A RIDING THEY GOULD GIVE TO ELIZABETH MAY?

Last month Green Party Leader **Elizabeth May** had her first weekend off since the start of 2009. That weekend was part of her five-day summer vacation, spent entirely on a train from Vancouver to Nova Scotia. Her leisure reading included *The End of Energy Obesity: Breaking Today's Energy Addiction for a Prosperous and Secure Tomorrow* by Peter Tertzakian and Keith Hollihan, and P.D. James's mystery novel *The Private Patient*. May loves mystery books. "They are diverting and make you not think much about reality." She also read Wayson Choy's *Not Yet* and met the author at one of her favourite events, the Read by the Sea Festival in River John, N.S. May has been spending much of the summer looking for a new riding to run in. She says **Michael Ignatieff** made it clear there will be no leader courtesies offered to her (his predecessor, **Stéphane Dion**, did not run a candidate against May in Central Nova). The Green leader was thinking of running in former Tory, now Independent MP **Bill Casey**'s riding since he has resigned, but she feels a general election will be called before that by-election. May's daughter, **Victoria Cate**, will attend the University of King's College in Halifax this September, which will make it difficult for the Green leader to see her unless she picks another East Coast riding. But the priority for the Green party, she says, is for her to find a riding she can win.



JACK HARRIS (left) and Jack Layton at the Royal St. John's Regatta (top), Siobhan Coady (middle left), Elizabeth May and Stéphane Dion (middle right), Bill Casey (bottom left), a slimmer John Baird (bottom right), (circle inset) Laureen Harper

THERE ARE FEWER AND FEWER THINGS FOR JOHN BAIRD TO EAT

Expect to see even less of **John Baird** when Parliament resumes. The transport minister has lost about 30 pounds by eliminating carbs from his diet. Baird is also a vegetarian, which means fewer and fewer supermarket aisles in which to spot him.

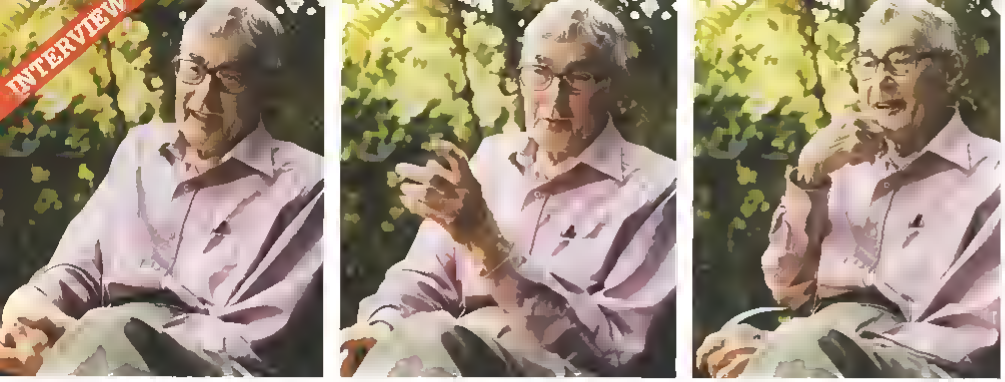
LAUREEN'S BIG HIKE

Last summer, **Laureen Harper** hiked across Gros Morne National Park in Newfoundland. It took her four days. This year she is hiking with friends and crossing the Continental Divide between Alberta and British Columbia. She predicts she can do it in three and a half days. M

ON THE WEB: For more Ottawa outtakes or to contact Mitchel Raphael visit **macleans.ca/mitchelraphael**

SALLY HOUSSER, DARLA ZIMMERMAN, REUTERS
PHOTOS FOR MITCHEL RAPHAEL
PHOTO: MAX RAMJAM





Author **Theodore Roszak** on the boomers' final revolution, the female caregiver as a radical force, old drivers and the end of sex

A CONVERSATION WITH ANNE KINGSTON

In 1969, historian Theodore Roszak's The Making of a Counter Culture *coined the term that defined a generation. His new book,* The Making of an Elder Culture, *explores the potential social sea change resulting from a gerontocracy in which most of Western society is over the age of 50*

Q: *You make the provocative claim that baby boomers have a second chance to reshape history due to their demographic clout, even that their place in history could hinge more on their second act as "elders" than their first act as radicals*

A: Yes, the people leading the way toward a gerontocracy are the same people who were raising hell on the college campuses of the '60s. This is a very special population because they had a special historical experience that acquainted them with the willingness to make big changes. These people are going to be older for a longer period of time than they were ever young and have much more political and financial clout than younger people.

Q: *How will this shift in social consciousness begin to shake out?*

A: Well, once again the demographic weight is going to force people to think differently, even if they start off with a very negative attitude—which is generally the attitude we have toward aging. But you're going to have to put up with the fact that we now have a lot of 70-year-olds and 80 year-olds who are not like your grandparents or great-grandparents. They go on working, they're professionals, they are active. These are not just parasites leaning on the rest of the society. I talk about experience being of great economic value, but we've never given it enough weight in our economic thought. And I speak as a historian—this is an unprecedented state of affairs, and so it's new to people, they've never had to think about the demographics of their society in this way.

Q: *You write that the free market and elder culture are not viewed as a compatible fit because elders are seen as a liability, not an asset. You propose new economic indicators.*

A: We don't have economic indicators that cope intelligently with the longevity revolution. Even economists will wake up to the fact that the best measure you have of any society's well-being is what I call the NLE, the national life expectancy. There are societies, say like Russia today, where the national life expectancy is dropping. It doesn't matter how productive they're being, there's something desperately wrong in a society like that.

Q: *You predict the major impetus for change will come from a revolt of female caregivers looking after older disabled family members. You write one in four women in the U.S. currently looks after a family member over 50, sometimes for 10 to 20 years to the point they're called upon to serve as professional nurses.*

A: Yes, in the U.S. there are no significant provisions for long-term care outside of Medicare. And nobody foresaw, back in the '60s, what it was going to lead to, which is a longer life expectancy and healthier elders. But when you get beyond what Medicare can provide, you get into an area where there are no significant ethically respectable provisions. So volunteerism falls back upon baby boom women going into their 50s: they've got parents on their hands who are in their 70s and their 80s. As I looked into the issue of aging around the world, I thought, "This is not sustainable." This is the flashpoint that's going to emerge within the next 10 years.

Q: *You compare the coming dissent of these boomer women to historically significant revolts like storming the Bastille or the Boston Tea Party.*

A: Yes, because it is so personal, it gets right down into people's most private dreams and hopes of what their life might have been like if they didn't have to become sort of amateurish full-time caregivers.

Q: *But if these women are hidden how will the issue become politicized?*

A: I think it will happen through various organizations, like the AARP [American Association of Retired People] who will take up the cause. Then there will be politicians who say, "Listen, there are a lot of votes here." I suspect this will be done by fits and starts, with a lot of right-wing opposition, but eventually we will get to something that's better.

Q: *You suggest aging boomers will also influence cultural norms such as reframing the notion of the alpha male. In the book you give the example of how you felt embarrassed having to ask a a female flight attendant for help lifting a suitcase.*

A: Yes, men have a very difficult time aging and giving up on certain stereotypes, like "I should be able to lift my own luggage."

Q: *You point out our model for masculinity is that of a young man's masculinity.*

A: That's right. Betty Friedan once said it's not just that we have a male model, we have a young male model.

Q: *And it's everywhere you look in popular culture. So how will that change?*

A: I think men who have had men's groups in the past mainly dealing with relations with women are probably going to have groups dealing with issues of aging in which they simply come clean about the fact that they're getting older, they're getting weaker. There comes a point where you just have to say, "Look, I'm not 40 years old anymore and I can't do any number of things, and I shouldn't expect it of myself. In fact, expecting it of myself is a prescription for deep unhappiness." Men are going to have to own up to the fact that they are not supermen anymore.

Q: *You devote a chapter to "the end of sex," writing that sex will be replaced in a marriage by loyalty as the final stage of love. Yet this is the age of Viagra, maintaining potency into old age is a birthright. Isn't that a conflict?*

A: This is a deep problem, because it's so embedded in our culture—the whole ethos of love and romance and, of course, the hypersexuality that's been promoted in the marketplace. One of the liabilities of the '60s, when there truly was a sexual revolution, was that sex came to be identified as the most important thing in life, it was associated with freedom and being anti-war—"Make love, not war"—so it had a lot of idealism attached to it. But what you come to realize is that sex isn't going to sustain you through the whole of your life, there's going to come a point when other things begin to matter more in any relationship. The standard Christian marriage ceremony tells you this. It does not talk about love and sex, it talks about "for better or worse, for richer, for poorer, in sickness and in health," because that's realistic. I anticipate that as time goes on, with the help of therapists and people like Oprah, they're going to begin talking about the fact that a couple in their 60s and 70s, while they may still have a sex life, are really much more involved in one another's care and well-being medically and emotionally.

Q: *Doesn't this go back to your point about the perception of the alpha man?*

A: Some people—and again it may be mainly men—have a very hard time adjusting to this because they feel that a relationship with a woman is basically sexual, and that they have to maintain performance indefinitely. I think this is a very serious psychological problem that they can't work their way out of without some help.

Q: *You also write about elders having to be decensed from driving due to declining cognitive skills. Isn't this going to be a huge hot-button topic given that the baby boom equates the car with freedom?*

A: I think that's true. My own driving abilities, as my wife tells me all the time, have become deeply compromised in many ways, and I do not enjoy driving. Boy, would I give up on driving tomorrow if I had an alternative. And I discovered, with a lot of my friends, that they don't want to drive that much for reasons that have to do with eyesight and agility and coordination.

Q: *You suggest that the Internet will allow the elderly to remain connected while stationary. Do you see other more ecologically sensitive solutions emerging?*

A: Well, the number one item in every elder village being built across the country is transportation. That is not only the highest priority but it is the toughest one to solve. However, there are people who are trying to find ways to meet that need by providing efficient transportation—meaning cars—for people who don't want to drive anymore. Now, this has not gelled yet into a pattern. I suspect that public transport and some kind of glorified taxi service are going to become much more important to an older population, especially as they move into more densely populated inner-city areas.

Q: *You suggest one of the benefits of gerontocracy will be to teach that interdependency is a condition of life.*

A: That's right. Especially in your older years, that four letter word—"help"—becomes so important, and you just have to recognize you cannot keep trying to live by an ethic of self reliance. Boy, you can't do that in your older years, it's just an illusion.

Q: *Could this have broader economic consequences?*

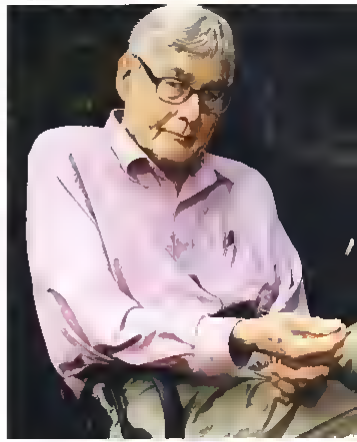
A: I think so. In the United States—and to some degree in every Western society—the market economy has been pinned for generations to a social Darwinist ethic, the idea that people should take care of their own needs and they should be more self reliant, and that the people who can do that, who are the great competitors, deserve to be the social leaders, etc. But as you age, that ethic just cannot meet your needs anymore and you begin to shift away from it toward something like an ethic of mutual aid. And this doesn't happen because you come to be convinced of that by an ideologue on a soap box, it's baked into your muscles and your bones and you just realize, "I need help in life and I always have, though I haven't always recognized it." That's a moment of truth that people come to, especially when they have been through a medical crisis.

Q: *You talk about medical crises as a transformative experience, revelatory.*

A: It was for me, and I've seen it happen with other people. That's a key point in the book: people change through aging. This is one of the deepest forms of consciousness transformation we undergo. You begin to address certain questions of life very differently when you're 60 than you ever did when you were 20. The reason we haven't paid much attention in the past is because there weren't so many old people around.

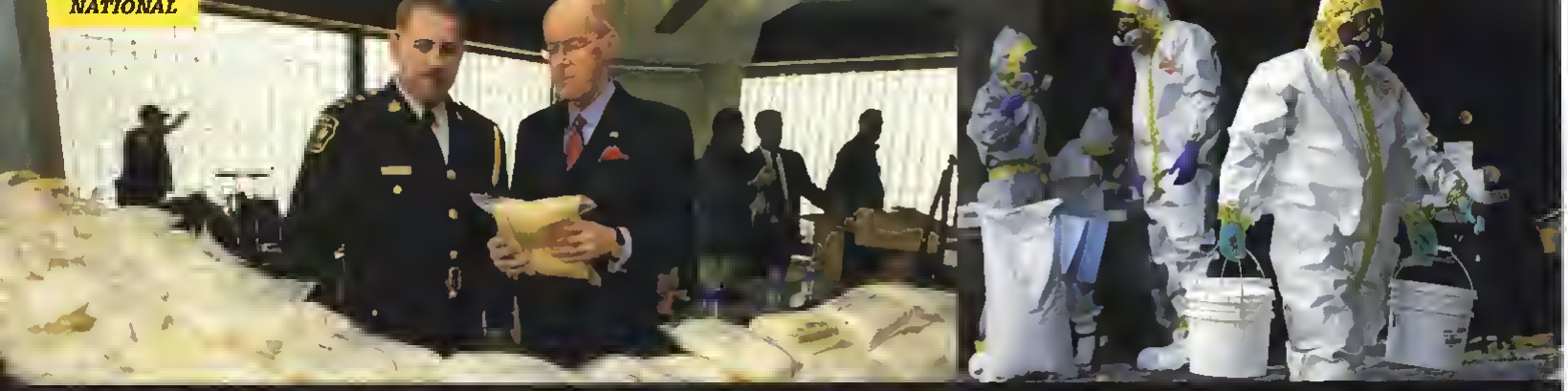
Q: *You express considerable optimism about a demographic known for its narcissism. Where does that come from?*

A: A certain amount of journalistic writing continues to identify the aging society as a disaster, as a train wreck. But what they're overlooking is so many good aspects, the whole environmental aspect of aging is left out of account. I thought it's time to write a book that does indeed sound optimistic. I don't want to sound slap happy. I'm not predicting as people get older they're going to get better. Age can be wasted on the old! And I really don't want to go on the record predicting that 70 million baby boomers are suddenly going to wake up enlightened. I don't think it's going to happen like that. W



'Aging is one of the deepest forms of consciousness transformation we undergo'

PHOTOGRAPHS BY MARTIN SUNDBERG/GETTY IMAGES



DRUGS (from top left) York Region police chief La Barge with $100 million in ecstasy, a Toronto raid, ecstasy pills, (inset) meth crystals

CANADA: THE NEW GLOAL DRUG LORD



Canada is a leading producer, and exporter, of illegal synthetic drugs

BY MISHA GLENNY • The United States and its allies have been prosecuting the war on drugs for almost a century. They have never looked like they're winning, but they have carried on regardless. In the past year, however, the supporters of drug prohibition have suffered some important tactical defeats. The bipartisan consensus in Washington, although still powerful, is beginning to slip. But there is a strategic issue now facing supporters of prohibition that presents them with their toughest challenge yet, and Canada will be a key battleground. This will unfold in the next decade and may bring an end to the war on drugs, which has consistently failed to achieve its stated aims despite devouring hundreds of billions of taxpayers' dollars.

At the heart of this problem lie synthetic drugs—pills that are changing the rules, pushing out the old organic masters, cocaine and heroin, and turning the geopolitics of narcotics upside down. It is something that the United Nations Office on Drugs and Crime (UNODC) is beginning to fret about.

For years, UNODC and its boss, Antonio Maria Costa, have been among the most vocal supporters of the war on drugs. UNODC has been the United States' spearhead for its global campaign (it is the only UN agency for which Washington coughs up its contribution on time every year without moaning about it). And appointments like Costa's are carefully vetted by the Americans. He and his colleagues have long demanded ever more punitive responses against drug users and traffickers with a rhetoric that stands in sharp contrast to the usual strains of *Kumbaya* coming out of most UN agencies. I was shocked when Sandro Calvani, Costa's representative in Bogota and a biologist by background, told me, "If somebody should tell me that they have found a new Agent Orange gas that kills all coca but damages the environment very heavily, I would consider it."

But earlier this year a note of despair could be heard in Antonio Maria Costa's voice when he addressed the 10-year review of UNODC in Vienna. Despite an intense policing and PR campaign in the major drug producer and consumer areas around the world, the use of drugs has been steadily rising in volume and spreading in geographical reach. The latest region to fall under the dark shadow of South America's cocaine cartels is West Africa—countries like Sierra Leone and Liberia, fresh from a decade of diamond driven fratricide, are now used as staging posts for cocaine export to Europe. The wealth and power of the criminal gangs who control these vast markets have ballooned. There has been no concomitant increase in resources available to law enforcement.

In recognition of the difficulties facing the U.S.'s policy on narcotics, the Obama administration quietly told its official representatives to stop using the phrase "war on drugs," at UNODC's review conference. A month later, Secretary of State Hillary Clinton crossed another line on an official visit to Mexico City when she became the first senior American official to admit that demand for cocaine and cannabis use in the United States is a central driver of the drug problem.

But the most vocal criticism of the war on drugs comes from the developing world and especially South America. It's been denounced by countless senior lawmakers, law enforcement officers and judges, especially in two countries most devastated by the trade—Brazil and Mexico. In February, three former presidents from Brazil, Colombia and Mexico published a searing critique of American policies, highlighting how their countries bear the brunt of the violence and instability generated by the criminal trade in drugs.

TONY ROCK/TORONTO STAR

LUCAS OLENIUK/TORONTO STAR

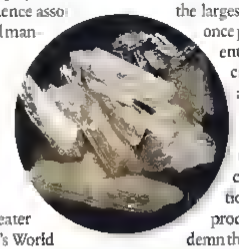
DEA

Canada—and Vancouver in particular—has had a few beginners' lessons in the past couple of years about how distressing the violence associated with wholesale drug trafficking, as opposed to mere drug consumption, can be. But if UNODC is correct in its prognosis, the drug problem in Canada is about to get worse, not better. The reason for this lies in shifting patterns of drug consumption.

In the past two years, heroin, cocaine and even cannabis consumption has levelled off—partly because supply is now satisfying demand. But at the same time, the use of synthetic drugs—chiefly methamphetamine, amphetamine and ecstasy (MDMA)—has begun to grow rapidly. The trend was already obvious to U.S. border guards in Washington state two years ago. At Oroville, just across from Osoyoos, B.C., U.S. customs officers told me that while marijuana and cocaine seizures remained at a constant level, they were finding increasingly large amounts of methamphetamine and ecstasy in trucks and cars going from Canada into the U.S.

While America boasts the largest number of laboratories producing these pills, Canada's labs are the largest on the continent, especially the ecstasy factories. They are largely controlled by the Asian gangs and Hells Angels chapters who both played such a big role in turning up the violence associated with the cocaine and marijuana industries in the greater Vancouver area. UNODC's World Drug Report 2009 points out that "Canada has grown to be the most important producer of MDMA for North America, and since 2006, all ecstasy laboratories reported have been large-capacity facilities operated principally by Asian organized crime groups."

CANADA'S LABS, ESPECIALLY THE ECSTASY FACTORIES, ARE THE CONTINENT'S LARGEST



The chemicals required for methamphetamine production, known as precursors, are relatively freely available and many can be purchased over the counter. Obviously, industrial scale manufacturing processes require industrial amounts of precursors. They are harder to obtain, and so both the U.S. and Canada have witnessed the growth in "smurfing" techniques—the laborious but effective process of purchasing legally available amounts of the precursors from pharmacies all over the country.

The prevalence of precursors, the availability of highly qualified chemists, and the high level of existing drug production (chiefly marijuana) in provinces like B.C. means that Canada is steadily transforming from being primarily a consumer country into a producer nation. There is evidence, the World Drug Report continues, that "Canada-based Asian organized crime groups and outlaw motorcycle gangs have significantly increased the amount of methamphetamine they manufacture and export for the U.S. market, but also for Oceania and East and Southeast Asia."

Japan, Korea and parts of Southeast Asia are among the biggest consumers of synthetic drugs. If Canada becomes a pivotal manufacturer for this area as well as for consumers at home and in the U.S., then this is a game changer. The trend will simply overwhelm Canadian law enforcement, already stretched beyond capacity with the marijuana industry and the cocaine transit trade.

A similar phenomenon is now being detected in Europe. In Britain, police have been confronted with a significant growth in home-grown marijuana production (largely under the control of Vietnamese gangs). But amphetamine and ecstasy laboratories are also springing up there as well as in Holland and throughout eastern Europe. The European Union is the largest drug market in the world—once production processes become entrenched there, the narcotics can move to the customers across the Union without let or hindrance.

It will be a long time before there is a critical drop in cocaine and heroin consumption, but advances in narcotics production will eventually condemn them to the loneliness of a niche market. Instead, Canada, the U.S., Australia and Europe are set to become the industrial narcotics producers of the 21st century. At least this offers some hope for the current epicentres of organic drug production like Colombia and Afghanistan. It was Sandra Calvani, a committed drug warrior, who made

the extremely perceptive observation

"Cocaine has no future. Wherever amphetamines and synthetic drugs have arrived on the market, then there is always a big boom and it replaces everything—cocaine, heroin, the lot. It is a pill that looks like an aspirin and is much more user-friendly, it works fast and doesn't involved the paraphernalia of injecting or sniffing, a much better kind of drug—more dangerous but it works. So the future is in the new drugs. The market will change and determine this. They don't need the narco-traffickers. The future will be completely different."

And that future may be just enough to persuade the Western world that the war on drugs needs a rethink. M

Misha Glenny is the author of the bestselling McMafia: Journey through the Global Criminal Underworld, *published by Anansi*

CANADA IS COLOMBIA NORTH

The synthetic drug trade makes billions for criminal gangs

BY JASON KIRBY AND NANCY MACDONALD • When Krysta Edwards crossed over from B.C. to Washington in June, border officers allegedly found a hidden compartment in the 23-year-old North Vancouver resident's Ford Explorer. Inside was 27 kg of Benzylpiperazine, or BZP. Despite its origins as a treatment for intestinal worms in cattle, BZP has found new life as the *it* party drug at night clubs, and the little blue pills recovered from Edwards' truck, stamped to look like Homer Simpson, were worth US$1 million. For those on the front lines of American law enforcement, it was yet another reminder of the huge synthetic drug industry booming in Canada. "They used to just throw marijuana in hockey bags and stuff it in the trunk, but now we're seeing a level of sophistication similar to what we've been dealing with on the southern border [with Mexico]," says Chief Thomas Schreiber, with U.S. Customs and Border Protection in Blaine, Wash.

Canada is well known for its B.C. Bud, a highly potent form of marijuana. But a new industry is thriving. The United Nations Office on Drugs and Crime (UNODC), in its 2009 report, said Canada is the largest ecstasy supplier to the U.S. Meanwhile, Japan says Canada is the single biggest source of seized ecstasy tablets. Asian-Canadian gangs have also ramped up the production of methamphetamines, shipping vast quantities to the U.S. and overseas. According to the U.N., Canada accounts for 62 per cent of the meth seized in Japan by weight, and 83 per cent in Australia. The spoils are enormous. The U.S. Department of Justice estimates Canadian drug traffickers now generate between US$33.7 billion and US$56.2 billion each year from U.S. drug sales.

No wonder Canada's already tarnished reputation is falling further. In May, after gangland killings in Vancouver, the *Economist* magazine asked "British Columbia or Colombia?" Lowbrow crime fiction has caught on, too. In his novel *KLLRS* last year, one of crime writer Phil Bowie's characters gushes: "Canada is the new Colombia." Even academics sound the alarm. "Colombia North" is how B.C. criminologist Darryl Plecas puts it.

Plecas foresaw the move to synthetics "years ago." For starters, production times are infinitely smaller: a drug lab can produce new product over a weekend versus 90 days for marijuana. And a lab can pound out $1 million worth per day versus an annual $500,000 for a marijuana grow-op, he says.

Increasingly, the RCMP is finding sophisticated "large scale" synthetic drug labs—eclipsing the small, mobile kitchen labs of the past. They're going "ultra sophisticated," says Plecas, and "have the wherewithal to set up operations in remote areas, underground, in tractor trailers and mobile units."

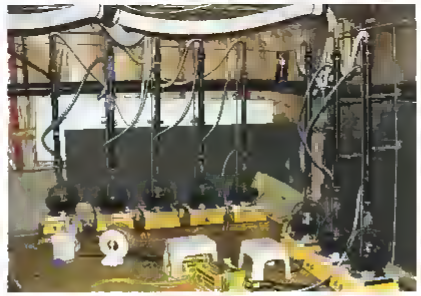
The country's grip on synthetic drug production has placed Canadian organized crime "in a position of global strength," says Supt. Brian Cantera of the B.C. RCMP. Organized crime is using the same infrastructure, contacts, markets and trade routes as with marijuana, he adds. Indeed, it was the profits from marijuana production that allowed criminal gangs to diversify and get into synthetic drug production in the first place, he says.

Canada wasn't always a haven for ecstasy. Until a decade ago, says UNODC research officer Thomas Pietschmann, the Netherlands and Belgium had a lock on the market, with powerful Israeli and Russian crime syndicates trafficking the psychedelic drug to America's shores. Then Europe clamped down on precursors, chemicals used to make synthetic drugs. By 2001, ecstasy, which sells for between $5 to $25 per tablet, was making its way to Canada as bulk powder. Producers were "tableting" it here, and sending it into the U.S. via overland routes. Now the entire manufacturing process is done here.

The scale of Canada's synthetic drug industry can be measured by all the Canadians sitting in foreign prisons. Six are up on charges in California after a massive two-year investigation dubbed "Operation Candystore" broke up a drug ring allegedly moving methamphetamine and ecstasy from B.C. to California. In June, two B.C. men were sentenced to life in prison in Australia for smuggling $130 million worth of ecstasy and cocaine hidden in computers—the fifth biggest drug bust in Aussie history. Also this spring, two Canadians were sentenced to 10 and 20 years in U.S. federal prisons for trafficking ecstasy, and another was arrested in California with $7 million worth of ecstasy hidden in his tow truck. Meanwhile a B.C. man dubbed a "Canadian drug don" by Asian media led Indian police to that country's largest meth factory.

How can Canada tackle its new drug problem? Pietschmann says it must intercept more of the raw chemicals at its ports. Ottawa has tightened its rules around precursors, which are also used to produce legitimate pharmaceuticals, but criminal groups continue to thrive on illegal precursor imports. But drugs like BZP highlight the challenges. Canada has yet to ban BZP outright, as the U.S. has done—and by the time it does, another chemical may have taken its place on dance floors. "It's a constant, morphing, ever-changing product," says Plecas. "They're not called designer drugs for nothing." M

PORT COQUITLAM drug lab. Drugs can be made quickly



RCMP

SIXTY-TWO PER CENT OF THE METH SEIZED IN JAPAN IS FROM CANADA





JACK LAYTON sees hope in the NDP's incremental gains; NDP MP Paul Dewar anticipates a breakthrough

TOM HANSON/CP, ADRIAN WYLD/CP

THE LIFE OF THE PARTY

Post-recession, post-Obama win, the NDP reimagines its future

BY AARON WHERRY • The penultimate day of business for the House of Commons this spring would have passed without incident were it not for 10 words from Justice Minister Rob Nicholson. "Mr. Speaker," he said, "the government will comply with the court order."

With that sentence, the government signalled its intent to relent and allow Abousfian Abdelrazik to return home from exile in Sudan. It was the NDP's Paul Dewar who had first raised Abdelrazik's plight in the House, more than a year earlier. But it was Liberal Irwin Cotler, asking that the government accede to a federal court ruling that the Canadian be granted safe passage, who was honoured with an answer. When Dewar attempted to follow up, he was unceremoniously rebuffed. "The one place we will not get advice from on this," Nicholson huffed, "is the NDP."

Dewar was similarly stymied in the foyer afterwards, left to compete for attention between Cotler, the celebrated human rights lawyer, to his left and Bob Rae, the lionized political performer, to his right. Dewar, the youthful, tousle haired MP for Ottawa Centre, beamed all the same. "It's a great day for a Canadian citizen," he said. "I'm just—hallelujah, finally he's coming home." So began another summer of hope and doubt for the NDP—of belief in the righteous path, even if others see it leading nowhere.

Even by the normally quixotic standards of the NDP, it has been a strange year. For a fleeting moment in December, it appeared Jack Layton was going to be a cabinet minister in a coalition government. By the end of June, Michael Ignatieff had a deal instead with Stephen Harper, and the Prime Minister was addressing the party in Parliament's far corner as the "Bloc Anglais."

THE DOWNTURN HAS NOT STOKED THE KIND OF CLASS FRUSTRATION THE NDP MIGHT HARNESS

The leader of the NDP, now six years into his tenure, remains relentlessly enthusiastic. "It was a fascinating eight months," Layton says, explaining himself next with duelling metaphors. "I always say to folks: get ready, I'm a long time sailor, I don't go tacking back and forth to try to catch the lightest little gust of wind. When I ran for leader, I laid out a plan and I said it's like a construction project. You've got to start with the foundation and you build, brick by brick, block-by-block."

No matter the impatience of Ottawa, this remains the mantra. Layton talks about the "process." Brad Lavigne, the party's national director, talks about the "project." Either way, by Layton's estimate the foundation is nearly finished. From 13 seats in 2000, the NDP grew to 37 (now 36). And though opinion polls continue to give the party its traditional share between 15 per cent and 20 per cent of the electorate, victories in St. John's, Montreal and Edmonton will allow the NDP to expand its base, Lavigne says. For everything that would seem to once again doom the NDP—a resurgent Liberal party, a resilient Conservative government—there are counterpoints and pleas for patience. Newly elected NDP Premier Darrell Dexter, Lavigne notes, needed seven years to form a government in Nova Scotia. Manitoba Premier Gary Doer waited more than a decade. "For the New Democrats," Lavigne explains, "success is dependent upon systematic, methodical, prudent achievements, seizing opportunities as they come along."

Later this week the party will gather in Halifax for a national convention, the underlying theme of which, Lavigne says, will be "winning"—the still theoretical house for which the foundation is being built. The keynote speech, on that note, will be delivered by Betsy Myers, formerly chief operating officer for Barack Obama's presidential campaign, while Doer and Dexter will speak to their respective breakthroughs. At the same time, delegates will consider the proposal that the NDP change its name, potentially dropping the "new" in deference to the party's half century of existence—a flirtation with rebranding that has dominated most of the pre-convention discussion.

Whatever the party is to be called, it may need to be newly defined. Nearly tripling the party's parliamentary caucus is impressive, but only in relative terms—Stéphane Dion's besieged Liberals still managed to win twice

as many seats in last fall's federal election. The causes that once carried the NDP, notes political consultant Bruce Anderson, issues like women's rights and the role of government in the economy, have been widely embraced, while the recession has not yet stoked the sort of class frustration that might be harnessed. And prolonged civic strikes in Toronto and Windsor, along with the near collapse of the union-dominated North American auto motive industry, have hardly enhanced the image of the labour movement with which the NDP is still associated.

And if the NDP cannot be the party it was, it is not yet clear what it should be. This spring, the press gallery was keen to focus on the duel of Ignatieff and Harper, while the NDP continued to insist on the business of parliament, pushing a series of largely symbolic private members' bills that called for employment insurance and pension reform, an air travellers' bill of rights, a ban on flavoured tobacco and new protections for credit card holders. But when the House broke, Gerald Caplan, a former party executive, publicly lamented that "the party of Tommy Douglas and David Lewis" was "increasingly marginal."

Though perhaps not quite to the revolutionary standards of Douglas, there might still be something for a party that still celebrates forcing change on Paul Martin's budget in 2005 and embraced a coalition last winter. "I do think that we're into a period where people are saying competition in politics has turned into a bad thing that doesn't produce better results," Anderson says. "So when they look at politicians now, they really do like those who appear to be tackling problems from an angle of 'how can we develop good ideas that can help lots of people?'"

Such talk speaks to Paul Dewar's stated motivations. Dewar, son of Marion Dewar, the late mayor of Ottawa and a former NDP MP herself, is a notable example in a party of insistent, eager parliamentarians. Though not without the traditional indignation of his party, he is talkative, hopeful, and apparently quite taken with the post-Obama belief in openness and participation. His, he says, is the party of ideas. His, he believes, could be the party of something new, especially now, less than a year removed from an election that saw less than 60 per cent of eligible voters cast a ballot. "I think the breakthrough will come when we've figured out how to engage with the 40 or more per cent of Canadians who don't engage in politics," he says, "and when Canadians look to us as not only the party of opposition and proposition but also a party that is going to really change how their voice is reflected in Ottawa."

Such is the belief for which all the preparation continues. M

SEEING RED

An old Tory loyalist, Daniel Veniez has turned on the party



PETER C NEWMAN

If the speculation among Ottawa insiders that a general election will be called for Nov. 9 proves to be correct, the Liberal party will be tested as never before. Early indications are that the election campaign will be fought according to the smack-down rules of the wrestling world. Last man breathing wins. Will it be the urban cowboy from Alberta whose approach to governing is not so much pre-Keynesian as Precambrian? Or will it be the Count from Petrograd whose many careers deserve the same designation as his jazz equivalent, Stan Getz, the high-strung saxophone virtuoso, who was once described as being "a swell bunch of guys".

For the first time this decade, the Liberals are firmly united behind their leader and plan to wage a campaign that will eradicate the memory of Stéphane Dion's nightmarish stewardship. As Liberal leader, he behaved like a debutante who had strayed into an abattoir and never regained consciousness—until he vanished into a void of his own devising, otherwise known as "the Coalition."

Still, there is one glaring gap in the Liberals' plans for returning to their accustomed roost as the country's natural governors: a constellation of star candidates who will create a buzz and can deliver regional votes. Those who qualify must be tough enough to survive Stephen Harper's character assassins and become keepers of the flame that burns for the golden ages of Laurier, Pearson and Trudeau. We already have enough bush league Tarzans loose in the House of Commons, beating their chests, playing the great conciliators, and accomplishing nothing.

Among the worthy candidates who qualify as the kind of practical idealist the Liberal party will need to win the election is Daniel Veniez, 47, a senior corporate executive and former Harper supporter, who is being wooed to march under the *rouge* Liberal banner.

Originally a Montrealer, Veniez, who has lived in British Columbia for the past eight years, has yet to declare himself. He is being tempted by Grits to try for the nomination in several ridings. Veniez is a thoroughly political animal with a problem. His political hang-ups are, in ascending order, that he is an incurable idealist who believes that the Canadian future should be built on dreams as well as appetites. But he's an activist who has laboured in several vineyards—but without ever finding his long-term Camelot.

Veniez's background has all the politically correct prerequisites except for not having been born in a log cabin. He was raised in the separatist working-class suburb Pointe-aux-Trembles on the east side of Montreal where his father was an Anglophone truck driver while his mother was a pure laine Quebecoise who worked in the local paper-sack plant as a labourer and volunteered as a provincial Liberal party worker. As a kid, Veniez attended the federal party's national convention in 1982 and was appointed vice-president of organization for the Young Liberals. The following year he worked on John Turner's leadership campaign but became disillusioned with Turner's transformation from being a fiscal conservative to a hard-left nationalist, and switched to the Tories as an admirer of the youthful Brian Mulroney, then about to form his first government. He worked in the offices of three Progressive Conservative ministers and was an avid backer of the Meech Lake accord but couldn't stomach the Charlottetown smorgasbord that followed.

He left politics to become a senior vice-president of Repap Enterprises, a lively pulp and paper company, and became a Stephen Harper supporter in 2006. "I wanted him to succeed," says Veniez. "He was from the West, obviously smart, while the Liberals had become like the PC party that I left in 1992—tired and intellectually bankrupt. While I admired Harper, like many Canadians I didn't trust the Reform crowd, their social conservative bent, and their dogmatic theology on economics, social and foreign policy. But I also thought that the party was maturing and that they had renounced their populist and evangelical impulses."

Veniez became a successful West Coast entrepreneur and in 2007 was appointed by the Harper government as chairman of Ridley Terminals Inc., a Crown corporation that operates a Prince Rupert, B.C., bulk commodity hub. Tories had been suggesting that he run in one of three Vancouver ridings but by then his hopes for the Conservative Prime Minister had evaporated. "The PM's policy of incrementalism was inconsistent with my vision of responsible governance and leadership. It's really the mindset of big 'r' Reform—his small tent western and rural populist base, and its Christian fundamentalist core. And that's anathema to my essential DNA."

"The Conservative party and its leader are permanently angry," he goes on. "That's an ingrained part of who they are and what they represent. On a visceral level, they remain a protest party and have turned themselves into a protest government. They manage by negatives and are genetically incapable of inspiring hope or thinking big. They attack, assassinate character, tell lies, lower the bar on public discourse, and engage in tactical and divisive wedge politics and governance. The tone, strategy, and culture for this government are established by Harper, a cheap-shot artist and cynic of the highest order."

That harsh judgment flowed directly from Veniez's experience trying to run Ridley Terminals according to the terms of reference he was given that he never exceeded or disobeyed, but which were decisive in forcing his abrupt dismissal on June 28. He had been doing exactly what he was hired to do and his annual salary for chairing—and, in effect, running—the multi-million facility was only $12,500. His managing abilities were never in dispute, but his insistence that all customers had equal call on the terminal's rates and services became the deal-breaker. That infuriated the multinationals who expected a continuation of their special treatment, including highly subsidized rates. They were backed by regional Conservative MPs. Veniez was summarily fired without even a day's notice; his severance was $1,563. (No cents.)

Veniez is proud of what he accomplished at Ridley Terminals. "We replaced the management team, ratified a long-term collective agreement with our union, forged new partnerships with First Nations, improved governance and accountability, and recalibrated the economics of the enterprise by asking our customers—among whom are highly profitable multinational giants—to pay fair and reasonable market rates for our services." He points out that "in the past year, productivity has increased over 150 per cent, efficiency is up over 65 per cent, and costs have come down. I was fired by a Conservative government—no less—for building value, and leading the turnaround of a largely discarded public asset that the taxpayer had poured $500 million into over 30 years."

Daniel Veniez's search for the ideal political leader has landed him in the Michael Ignatieff camp. "Studying his body of work," he says, "has convinced me that I am in lockstep with the Liberal party under his leadership." Brian Tobin, the former Liberal cabinet minister who now advises a Bay Street legal firm, describes Daniel Veniez as, "a successful businessman, powerfully articulate, a commanding presence on a podium and a passionate Canadian." That's a valid summary. May he find his ideal at last. M



PM HARPER with Peter Kent and Lawrence Cannon, Daniel Veniez on China trade mission

CHRIS WATTIE/REUTERS



'THE CONSERVATIVE PARTY AND ITS LEADER ARE PERMANENTLY ANGRY. THEY ATTACK, ASSASSINATE CHARACTER AND LOWER THE BAR ON PUBLIC DISCOURSE.'

FOR THE RECORD

REMEMBERING AN ABORIGINAL HERO

"I feel so inspired, like so many others, inspired by a man who knew who he was, where he came from and for what he believed in. A man who carried himself in a humble and dignified manner. A man who believed in his people."—Assembly of First Nations National Chief Shawn Atleo, at the funeral of Donald Marshall, a Nova Scotia Mi'kmaq wrongfully convicted of murder in 1971. His case led to a landmark royal commission on the justice system.

Store refuses to cover up tobacco wall



Bob Gee says his customers are thanking him for taking a stand

BY TOM HENHEFFER • Bob Gee just wants the government to back off. His Kensington N.S., store, Maders Tobacco, has been operating for 80 years, but over the last decade, a constant stream of new rules and regulations has been driving him crazy. The 65-year-old had to remove three tobacco displays, take the lettering off his front window, and hang 10 signs declaring the dangers of smoking. Then, in November 2006, the province passed legislation requiring him to cover all his tobacco products.

Gee says the final rule was one step too far, and he won't cover up. So last year he was charged with improper storage and display of tobacco products, which carries a fine of up to $2,000. The court gave him time to change his mind, but he refused. Prosecutors said he could use a catalogue to show customers what was available. He refused. He was told he could get an exemption if he stopped selling products like chips and pop and officially became a tobacconist. He refused.

On July 26, he pled not guilty at his preliminary hearing. "You would not believe the number of non-smokers that are coming into my shop and congratulating us for taking a stand," he says.

He now plans to go to court to argue that the government is infringing his right to freedom of expression. But Michael Comeau, a lawyer and human rights professor at St. Thomas University in New Brunswick, says he'll have his work cut out for him. "Results have tended to be more in the government's favour when it comes to advertising commercial products," he says. In other words, Gee's argument will likely fail.

Gee says he doesn't care. "All I want to do is operate my business in a normal peaceful manner without any unnecessary restrictions," he says. His next court date is Sept. 14, when his lawyer will try to prove he has cause to challenge the regulations. M

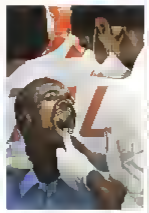
Africa says Canada is stealing MDs

BY TOM HENHEFFER • South Africa needs doctors. The country is home to the world's worst HIV epidemic, a growing tuberculosis problem, and high infant mortality rates. But rather than helping the struggling nation, South Africa's high commissioner says Canada is doing the opposite—through intense recruiting campaigns, we're poaching as many South African doctors as we can to help ease our own doctor shortage at home.

In a report, Dr. Abraham Sokaya Nkomo, South Africa's high commissioner to Canada, complains that the doctors "migrate at a very high cost" to South Africa, causing "a huge loss of investment in education and training." The report adds that Canada's doctor poaching "makes it difficult to deliver good quality, easily accessible and equitable services" in South Africa.

Saskatchewan's relatively high pay and an existing community of South African MDs make the province a top pick for emigrating doctors. Of 1,832 MDs in Saskatchewan, 277 family doctors and 96 medical specialists are South African immigrants, giving the province the highest per capita concentration of South African physicians in Canada.

Nkomo is calling for talks to help stem the flow of physicians, but his request is falling on deaf ears. "It's really their own problem if physicians are having a difficult time in South Africa and they are leaving looking for better jobs," says Dr. Fauzo Ramadan, the senior medical officer of the Five Hills Health Region in southern Saskatchewan. Bryan Salte, legal counsel for the Saskatchewan College of Physicians and Surgeons, adds that many doctors leave South Africa simply out of fear for their family's security.



South Africa is losing too many doctors, but 'it's their problem'

But while Ramadan thinks an agreement to stop poaching doctors is unnecessary, he does say that the province has a long-term goal of one day producing all its doctors domestically. "Our provincial policy is to concentrate on Canadian-trained physicians and increase recruitment and retention," he says. "We are really working hard to increase Canadian-trained physicians." M

Do hybrid incentives really work?

BY KEN MACQUEEN • Ambarish Chandra is a professor at Sauder School of Business at the University of British Columbia. He drives a Jetta. Hal Hamill of Surrey, B.C., owns AAA Auto and Truck Scrap Pickup. He drives a tow truck. His job is hauling aging clunkers off the roads, while Chandra and his research team try to do the same thing, academically. From different perspectives, the two have reached a similar conclusion: government incentives to get old gas guzzlers off the road may prime the economy, but their impact on the environment isn't as green as advertised.



They steer people from small cars to hybrids, but don't reduce SUVs

Chandra is co-author of a study that found Canadian and U.S. incentives to buy hybrid vehicles are largely a waste of money, if their aim is reducing emissions. "There is a long history in economics of programs designed to sway consumers to do one thing having unintended consequences," says Chandra. In this case, most consumers using government incentives (as much as $10,000 in Ontario) toward the purchase of hybrids would buy them anyway, he says. Hybrid incentives may steer some from fuel-efficient smaller conventional cars, but they have no impact on reducing demand for SUVs, vans or trucks.

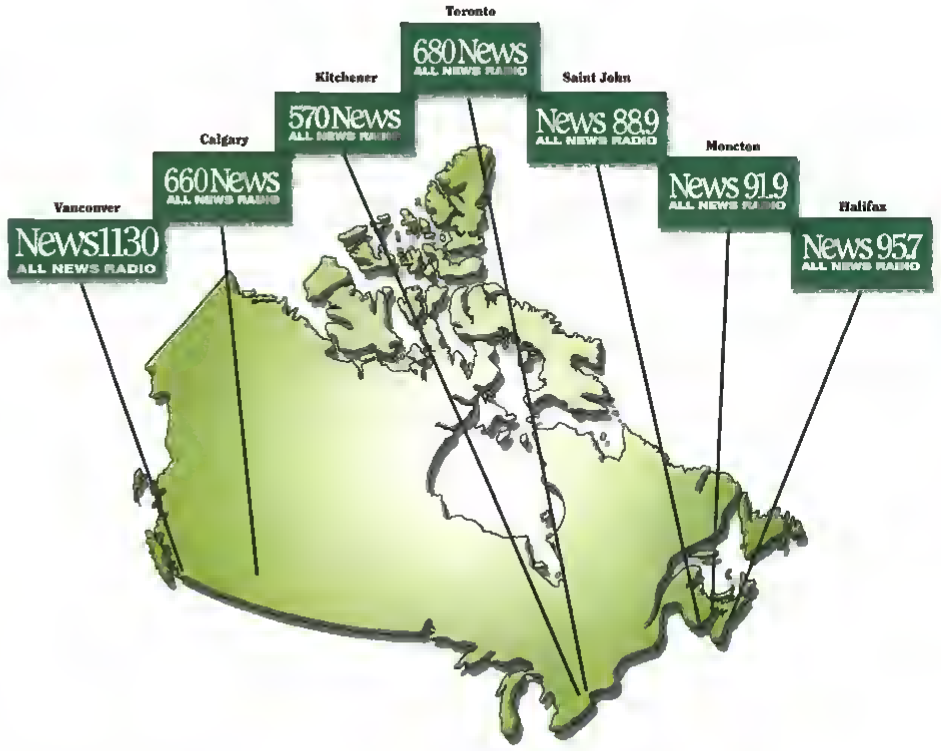
Canadian incentives cost as much 43 cents for every litre of gas a new vehicle will burn over its lifespan. "It doesn't seem to us that's a good environmental program," says Chandra. "It's probably a pretty effective stimulus program, but we should call it as such."

Hamill agrees: carmakers and dealers are the real winners. Meanwhile, he questions related programs in Canada and the U.S. that pay owners to scrap their old clunkers. They are paid a few thousand toward a cleaner-burning replacement, "forcing people into more debt," Hamill says. The older vehicles must be recycled as scrap, meaning working engines and most other parts can't be resold and reused. How green is that? he wonders. "By building new cars,' notes Hamill, "they're actually increasing emissions." M

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PUTIN ON A SHOW

No one buffs his image like the Russian PM. Is he planning another run for president?

BY MICHAEL PETROU



THE ADVANTAGES of not being president: Putin hates to drink tea with dignitaries

You can say this much for Russian Prime Minister Vladimir Putin's manipulation of his public image: it's not subtle.

The appearance of official photos of the fit and muscular Russian leader strutting around topless in some wilderness locale has become an annual summer event—broken up for variety last year by footage of Putin stalking a Siberian tiger and allegedly saving a television crew from being mauled by shooting the beast with a tranquilizer dart.

In a country where most men don't live past the age of 60, and where that grim statistic can be explained in large part by rampant alcoholism, Putin's apparent strength, sobriety, and stability strike a popular chord with Russians. As he celebrates 10 years in the Kremlin this summer—first as prime minister, then as president for eight years, and now as prime minister once again—a poll carried out by the Levada Centre shows that 63 per cent of Russians think it is good for the country that power is concentrated in Putin's increasingly autocratic hands.

The problem is, regardless of how Russians feel about Putin, it's not in his hands that power is supposed to be concentrated. Though it's easy to forget, Putin is no longer Russia's president and head of state. Officially, he should be subordinate to his one time protege, Dmitry Medvedev, who succeeded Putin as president last May. Russia's 1993 constitution forbade Putin from running for a third consecutive term as president, so he endorsed Medvedev, his one time chief of staff who had never before held elected office. This guaranteed victory for Medvedev, who obligingly appointed Putin as his prime minister.

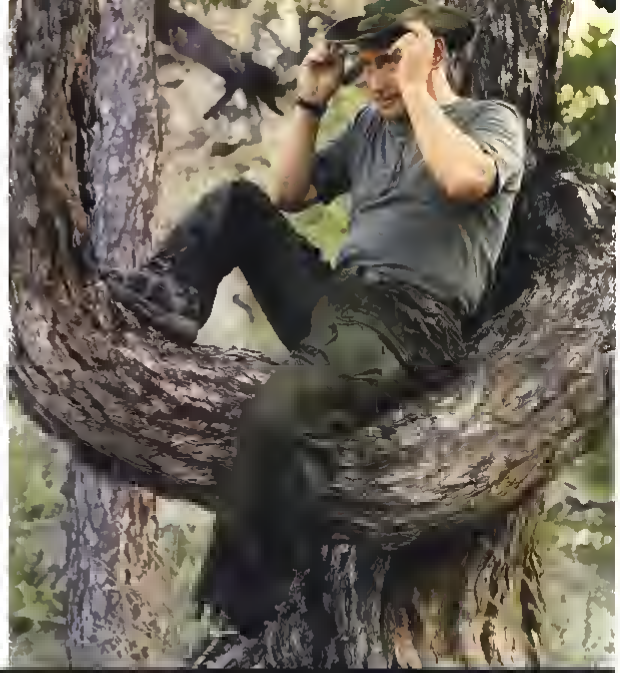
According to Russia's constitution, it is the president—Medvedev, not Putin—who shall, among other things, "approve military doctrine" and "determine the guidelines of the internal and foreign policies of the state." Why, then, during last summer's brief and bloody war between Russia and its neighbour (and American ally) Georgia, was it Putin who said he twice asked then-U.S. President George W. Bush to intervene? Why does Russian state television still give Putin blanket coverage? Why, for that matter, if Putin's political career has peaked, does he bother burnishing his public image by posing on horseback with his shirt off?

The answer, in a nutshell, is that the former president is still the most powerful man in Russia, and he intends to stay that way. "It is Putin who is really calling the shots," says Aurel Braun, a professor of political science and international relations at the University of Toronto who has published extensively on Russia and the Soviet Union.

That Putin has managed to remain dominant says a lot about how he controlled the levers of power in Russia while president. Putin spent most of his career in the KGB and its main successor agency, the Federal Security Service (FSB). His loyalty was unwavering. Once, when asked what he thought of a memoir written by a Russian spy who had defected, he replied: "I don't read books written by traitors." In 1998, then-Russian president Boris Yeltsin appointed Putin head of the FSB, putting him in charge of Russia's largest and most powerful spy agency. Putin officially left this position when he became prime minister the following August. But as Putin himself said during his 2000 presidential campaign, in Russia, there is really no such thing as a former spy.

Putin looked after his secret service roots when he became president. Under his guidance, current and former members of the KGB and FSB flooded into leading positions in the country's political and business elite. Olga Kryshtanovskaya, director of the Center for the Study of Elites in Moscow, researched the official biographies of more than 1,000 leading political figures and found that 26 per cent reported service in the KGB or a successor agency. When she included factors such as unexplained gaps in resumes or work in agencies affiliated with the KGB, the possible number of former spies tripled. Former spies are also dominant among Russia's business elite. Even those without past employment in Russia's secret service often owe their success to Putin and his allies. The Russian state is heavily involved in industry, meaning there are few truly independent tycoons. This has resulted in a parallel power structure in Russia that didn't disappear when Putin stepped down.

"They remain powerful and see Putin as the one who will protect their interests," says Jeffrey Mankoff, associate director for international security studies at Yale University. "Medvedev does not have that background, and that acts as a constraint on Medvedev."



'RUSSIA IS HIS PROJECT. HE SAVED IT, HE THINKS.'



'THE LEGITIMACY that Medvedev (right) had is because he was chosen by Putin. Putin could have chosen his horse.'

This does not mean that a power struggle is unfolding between Putin and Medvedev. "There is no sense that there is any rivalry or tension," says Clifford Gaddy, a Russia specialist at the Brookings Institution. "From the beginning, it's been understood that Medvedev is one of a team. He's never been anything except an ally and protege of Putin. The legitimacy that Medvedev had initially is solely because he was chosen by Putin. Putin could have chosen his horse."

Mankoff suspects that Putin and Medvedev worked out an arrangement before Putin endorsed Medvedev to ensure the smooth running of the new administration. Early hopes that Medvedev might be more liberal than Putin have faded. Medvedev has "better table manners," Aurel Braun says, meaning he sometimes takes on the role of the good cop in Russia's relations with the outside world. But on substantial issues, such as Russia's still simmering standoff with Georgia, or its stance toward NATO's potential expansion, the two think as one. They both believe in a resurgent Russia that is respected and, preferably, feared.

And if an issue were to divide them, Medvedev is in no position to challenge his supposed subordinate. "He has not developed a substantial power base," says Braun. "Even

ALEXSEY DRUGINYN/AFP/GETTY, ALEXEI DRUZHININ/REUTERS

if Medvedev were a genuine liberal democrat, he hasn't shown the inclination to acquire the power to challenge Putin. He does not have the political will to push for the kind of network, the kind of power building, that would be necessary."

THIS HAS CAUSED many to think that Medvedev is little more than a placeholder for Putin. Russia's constitution did not permit Putin to run for a third consecutive term as president—and, to Putin's credit, he did not try to amend this—but he will be allowed to run again in 2012.

Putin hasn't ruled this out, but it's not a sure thing. "I think it will partly be determined by how well the duopoly that you see now works," says Braun. "There is a tradition going back to Soviet days where you did not need to have the most visible office, or what constitutionally appeared to be the most powerful office, to have the greatest power. So if he finds that he can do all he wants, and the routine work is done by Medvedev, then he might be satisfied with this arrangement."

For Putin, there are advantages to running a country without being its official head of state. According to a Kremlin insider who spoke to Clifford Gaddy, Putin doesn't like to drink tea with foreign dignitaries. Now that's Medvedev's job.

But what seems clear is that Putin doesn't intend to let go of the reins. He transformed Russia after the shambling, chaotic, but comparatively democratic presidency of Boris Yeltsin. It's an ongoing process, and he doesn't want to see it stalled on another man's watch.

Putin is also surely aware that Russia will encounter more storms in its immediate future. Its relationship with Georgia remains extremely tense. War may break out again between the two nations, and Putin will not be happy as long as his nemesis, Mikheil Saakashvili, remains president there. Ukraine, a country that was part of the Soviet Union for decades, is tilting toward the West. Putin would like to bring it back into Russia's orbit. And Russia has still not diversified its economy, leaving it vulnerable to dropping oil prices.

"Putin regards today's Russia as essentially his project," says Gaddy. "He didn't take over from anybody else. He saved Russia, he thinks—and there are some good reasons to agree—and what has happened since 1999 is thanks to him, and his insights and his brilliance and how he set up a particular kind of system for controlling the whole operation. So what he absolutely doesn't want is for the whole thing to crumble in the hands of someone who is either not as smart as he is, not as competent as he is, or not as ruthless and powerful." M

WHY HILLARY CLINTON DESERVES MORE RESPECT

She hasn't lost her edge—turns out she's being a team player

BY LUIZA CH. SAVAGE • In some ways, Hillary Rodham Clinton hasn't changed. When the U.S. secretary of state gears up for her major diplomatic forays, she does it the same way she prepared to run for the Senate seat from New York, and for her presidential bid: with a listening tour. The former senator, who used to nod earnestly and have her aides take copious notes at county fairs as farmers in upstate New York waxed on about the complexities of the local apple trade, prefaced her 11-day trip across Africa this month with a similar bout of listening. Shortly before leaving, she brought together some 15 Africa specialists from in and out of Washington to a ceremonial room on the eighth floor of the State Department headquarters. "It was extremely well organized, a very pleasant dinner in which she did most of the listening and had a number of questions," recalled attendee Princeton Lyman, a former U.S. ambassador to Nigeria and South Africa under presidents Ronald Reagan and Bill Clinton. Lyman said he was surprised by how little Clinton interrupted. "She did not moderate the meeting and that allowed her to be a real listener. She seemed to want to hear what people thought," he told *Maclean's*. "Interestingly, she is not flashy. She is very organized and substantive."

But that lack of flash has been a big change for a woman who only recently stood on the brink of a historic presidential nomination, and whose every move made news. The focused, nose-to-the-grindstone approach she has brought to the job after the centre-stage political rivalry with Barack Obama caught many observers off-guard. Those looking for good political theatre were almost disappointed by the absence of a clash of titans' power struggle, complete with gender politics, psychodrama and embittered aides leaking stories of backstabbing-on-high. To some, it could only mean one thing: Clinton had been muzzled. No less a student of power and celebrity than former *New Yorker* editor Tina Brown kicked off rounds of chatter in July, when Clinton was absent from Obama's meetings at the Kremlin (she cancelled several trips due to a broken elbow) and seemed to be sidelined by a clutch of special presidential envoys assigned to top hot-spots like South Asia and the Middle East. "It's time for Barack Obama to let Hillary Clinton take off her burka," wrote Brown, in a critique that apparently got under Clinton's skin. "I broke my elbow, not my larynx," was Clinton's start retort to reporters who asked whether she was lacking a voice in the administration's foreign policy. "I have been deeply involved in the shaping and implementation of our foreign policy," she said, defensively. White House spokesman Robert Gibbs dismissed the discussion as "silly Washington games."

The same criticism of keeping a "low profile" has also been levelled at National Security Advisor Jim Jones, suggesting either that the circumplanetary star power of the President himself makes it hard for any individual underling to shine, or they are all simply too busy doing their jobs to preen.

But complicating Clinton's situation, of course, is her husband, the charismatic former president, who recently made headlines of his own by bringing home two American journalists imprisoned in North Korea, after a three-hour sit-down with Kim Jong Il in what was billed as a "private humanitarian mission," on planes provided by Dow Chemical and Hollywood producer Stephen Bing, two major donors to Bill Clinton's non-profit foundation. Hillary Clinton had encouraged her husband to take the trip after the journalists' families let it be known that Pyongyang had said it was a condition of their release. While her State Department had laid the groundwork, the rescue was greeted as



GUANG NIU/GETTY

COMPLICATING her situation is the enduring influence of her charismatic husband

his victory. More speculation about her feeling sidelined emerged when in a question and answer session with university students in the Democratic Republic of Congo, she was asked what her husband thought about a trade deal with China. It later turned out the translator erred—the student was asking about President Obama's views—but not before Clinton could snap defensively, "Wait, you want me to tell you what my husband thinks? My husband is not the secretary of state. I am. So, you ask my opinion, I will tell you my opinion. I'm not going to be channeling my husband." The comment, and the opportunity for cable TV psychoanalysis it offered up, competed for worldwide press attention with Clinton's efforts to highlight the atrocity of mass rapes of women and children in eastern Congo. (She visited the dangerous city of Goma, which required hitching a ride from the UN, because there was

Observers are almost disappointed by the lack of a bitter power struggle

no infrastructure big enough to allow her official plane to land.)

ONE SOURCE of the fretting was the carving up of her portfolio into files for heavy-hitting envoys that report not to Clinton, but directly to Obama. Richard Holbrooke took on the merged file of Afghanistan-Pakistan, perceived in Washington as the single biggest threat to American national security. George Mitchell got the Middle East, another mainstay of U.S. policy. Dennis Ross, Clinton's advisor on Iran and the Persian Gulf, was moved to the White House as a special assistant to the President. While the perception was that the secretary was sidelined from the sexiest parts of her portfolio, the truth was less stark. "If you look at who they are, they all have close ties to Hillary Clinton," notes Hamilton. Holbrooke, for example, was the top foreign policy adviser in her campaign. Managing several envoys is a real challenge, but so far it appears to be working well. "I have seen friction in previous administrations, but I have not picked that up so far. So there seems to be a good working relationship and good communications," said Lyman, a fellow at the Council on Foreign Relations, who also served as assistant secretary of state for international organization affairs.

In fact, foreign policy analysts don't buy the assumption that something is wrong. "Is she being overshadowed? I would say she's just being a team player. She has surprised a lot of people with her ability to be a team player and I don't think you see any daylight between her position and that of the President," said Daniel Hamilton, director of the Center for Transatlantic Relations at the Paul H. Nitze School of Advanced International Studies in Washington.

There is no question that Obama has laid out the direction and the tone on foreign policy. But it's an approach Clinton largely shares. "If I had to put a label on the approach, it's very pragmatic. It has not been captured by the left wing of the Democratic Party or tinged by ideological flavours. I think they've been looking at things pretty coolly," said Hamilton.

Clinton has emphasized three "D's" in her foreign policy: defence, diplomacy and development. A key focus has been to elevate the status of development to an enhanced, if not equal level. For much of the Bush era, the Pentagon, not the State Department, had the lead role on reconstruction in Iraq, something the Obama administration believes is better left to civilians. As a former senator, Clinton could help work Congress to achieve a permanent change in the funding of reconstruction. It helps that the defense secretary, Robert Gates, is also in favour of the move.

"Perhaps her greatest contribution potentially is to restructure the foreign affairs and defence budget allocations so that the State Department could take the lead in many of the issues associated with reconstruction and stabilization," says Hamilton, not just in Iraq or Afghanistan, but "in all the unorthodox conflicts we have around the world." Certainly that would provide a boost to departmental morale that had plummeted during the Bush years—a time when many posts went unfilled, diplomacy was underemphasized, and the focus was overwhelmingly on the wars in Iraq and Afghanistan. Clinton has already endeared herself to the diplomats by splitting the job

of deputy secretary in two—putting one of them in charge of management issues inside the bureaucracy that tend to get ignored when the top leadership focuses mainly on policy. "It was something that was badly needed. It has increased morale," said Lyman.

She has also broadened the State Department's role to issues beyond terrorism. She inserted her department into a dialogue with China that had until recently been run by the Treasury department, in an effort to recognize the broad range of issues that now concern the two countries—from climate change policy to China's investments in Africa and Latin America. She took the pragmatic if controversial position that lecturing the Chinese on human rights was not having the desired effect, and that broad-based engagement was the preferred course. "Successive administrations and Chinese governments have been poised back and forth on these issues, and we have to continue to press them. But our pressing on those issues can't interfere with the global economic crisis, the global climate change crisis, and the security crisis," she told reporters in Seoul in February during her first overseas trip as secretary.

In her travels, she has continued the "listening tours" and town hall meetings that are in part her personal style, and in part a calculated move to send the message that the unilateral days of the Bush administration are over, and America wants to engage on a host of issues of importance to the world. She auditioned her approach on that first trip in February. "My trip here today is to hear your views, because I believe strongly that we learn from listening to one another," Clinton told students at Tokyo University in February. "And that is, for me, part of what this first trip of mine as secretary of state is about."

On a visit to Asia, she attended regional meetings that included the Burmese foreign minister, sending the signal that she is willing to talk to regimes with which the U.S. disagrees. Occasionally, her diplomacy with those regimes has devolved into name calling. After she compared the North Korean regime to unruly teenagers demanding attention, Kim Jong Il said of her, "Sometimes she looks like a primary schoolgirl and sometimes a pensioner going shopping."

Her recent trip to Africa has been one of her most ambitious efforts. It allowed her to pursue longstanding personal interests, such as development, maternal and infant health, and violence against women, as well as Obama's broader goal of lifting Africa to the centre of U.S. foreign policy. In a way the trip was a case study in Clinton-Obama teamwork—a combination of his celebrity power and her grit. Obama himself arrived for a brief visit with his family in July, gave a sweeping speech and



Clinton's recent trip to Africa has been one of her most ambitious efforts



MEDIA speculate that she has been sidelined, but many analysts disagree

visited a slave outpost. He chose his destination, Ghana, carefully to highlight the west African country as a model of democracy on the continent. He notably avoided his father's ancestral land of Kenya, which is beset by corruption. This month, Clinton followed up with a wide-ranging trip to build alliances with important countries such as South Africa, Angola, and Nigeria, and to press for change in the most troubled spots, from eastern Congo to Kenya. "Obama's trip was a very short one and set as a first pillar of the new administration's policy of the issue of governance and responsible leadership," said Jennifer Cooke, director of the Africa program at the Center for Strategic & International Studies, a think tank in Washington. "Hers is a much more arduous trip. It's not an easy, good-news trip. She's going to the big, tough problematic places, all of which are extremely complicated and require sustained diplomatic attention."

"I think it went quite well," Cooke added, in an interview from Kenya. "The headline on the day of her visit was 'Prime Minister Odinga says don't lecture us about politics.' But many people realize that the Kenyan leadership does need to be cajoled and lectured to in ways. On a popular level people were excited to have her here," she said.

Of course, on the big foreign policy questions facing this administration, it is still too early to judge. Will North Korea extend its nuclear reach to the U.S.? Will Iran make progress toward acquiring a nuclear weapon? Will there be progress or regression in Middle East or in Afghanistan? There are many obstacles to overcome both internationally and domestically. Clinton has expressed frustration, for example, that there is still no confirmed appointee to lead USAID, the main development agency. There is also a longstanding effort to move it from within State to a separate agency.

But so far there is no question that Clinton has made her peace with her new role and with the results of the hard-fought election. At the same session in Congo where the husband question touched a nerve, she showed she can answer tough questions with diplomacy—and gave perhaps a little insight into her thinking. A young man cheekily asked Clinton if he, a Congolese student, would be assassinated if he became president of Congo and followed a course independent of the West. He was referring to the CIA's role in the 1961 assassination of Patrice Lumumba, Congo's first democratically elected prime minister. "I can't excuse this past and I won't try," said Clinton, who acknowledged Congo's "history of colonialism and abuse." Then she posed a question to the student that may apply equally to Congo and to herself. "Will I be dragged down by the past, or will I decide to do something to have a better future?" M

THE ISSUE IN...

JAPAN SHOPLIFTING AWAY LONELINESS

Japan's elderly shoplifters have an unusual excuse for their sticky fingers—they're lonely. According to a study of shoplifters arrested by Tokyo police, seniors steal due to feelings of isolation: of those surveyed, 40 per cent say they live alone, and 53 per cent say they have no friends. Among the minors interviewed by police, though, about half said they shoplift because they see it as a game. Others simply wanted the item in question.

KHALIL SENOSI/CP. HARAZN GHANBARI/CP

Do Afghans want NATO out? Maybe.

BY JULIEN GUSSELL GAGNET • Many surveys have asked whether Westerners think NATO should leave Afghanistan—but a new poll conducted by *WorldPublicOpinion.org* adds a twist: it asks what we think the Afghan people want. The results are revealing.

Overall, 53 per cent of those polled said



Poll respondents tended to project their own feelings onto Afghans

they believe the Afghan people want NATO forces to leave. But in each of the 20 countries polled by the University of Maryland project, the respondents seemed to project their own views onto the Afghan population. "There is a marked tendency for respondents to assume that Afghans share their view of the conflict," says Michael Byers, a professor of political science at UBC. "In other words, if you support the NATO mission, you're much more likely to assume that Afghans want NATO troops in their country."

Not surprisingly, the belief that most Afghans want NATO forces out was widespread in majority-Muslim countries. In Pakistan, 86 per cent said they think most Afghans want NATO to leave, while 74 per cent of Palestinian respondents and 67 per cent of Egyptian respondents also held that view.

However in the U.S., 56 per cent of respondents felt that Afghans wanted NATO to stay. "The U.S. numbers show strong domestic support for President Obama's surge," says Byers. "One can therefore conclude that President Obama is on strong ground domestically with his Afghan strategy, but will have significant problems implementing the strategy on the ground."

Stephen Saideman, associate political science professor at McGill University, adds that the differing opinions on what Afghans want reflect the mixed messages NATO leaders are relaying back home. "What this really speaks to is how bad of a job most NATO countries have done communicating to their publics the realities of the situation," he says. M

Colombia under threat from Chávez

BY KATIE ENGELHART • When Venezuelan President Hugo Chavez turned up at a news conference in Caracas last week with anti-tank rocket launchers in tow, it was clear he meant to send a message to Colombia. Now, after weeks of escalation, Chávez says he's bracing for all-out combat with his South American neighbour.

Relations between the two countries hit rock bottom in late July, when Colombian officials announced that weapons found in the hands of FARC—Colombia's largest guerrilla army—came from Venezuela. The discovery could not have come at a worse time, tensions had already been mounting due to Colombian President Alvaro Uribe's recently announced plans to house American troops at its military bases.

"These bases could be the start of a war in South America," Chavez charged. "We're talking about the Yankees, the most aggressive nation in human history." Denying any aid to FARC rebels, Chávez pulled his ambassador from Bogota and warned of a host of new trade restrictions.

The situation seemed to improve last weekend, when Chavez voiced his hope to resume "the path to an agreement with Colombia." But this was the (very brief) calm before the storm. On Sunday, Chávez accused Colombian troops of crossing the border into Venezuela. Uribe's government denied the incursion, but Chávez still ordered his military to ready itself for armed confrontation, saying "the winds of war were beginning to blow."



Venezuela may be supporting leftist guerrillas in Colombia

In the meantime, evidence of Venezuelan aid to Colombia's left-wing FARC guerrillas is building. Most recently, emails found on a computer seized from a FARC leader suggest collaboration with senior Venezuelan officials.

Chavez continues to deny that he assists the rebel group, which is classified by the U.S. as a terrorist organization, deflecting the blame to his favourite adversary. "The [U.S.] empire is an expert at making brothers fight," Chavez told a crowd of supporters. "Provoking a war between Venezuela and Colombia is among the Yankee empire's plans." M

CP. REUTERS/GETTY

Why women keep getting prettier

BY RACHEL MENDELSON • On their 2006 album *Boys and Girls in America*, Brooklyn, N.Y.-based band the Hold Steady proclaim "Guys go for looks, girls go for status"—an acute observation of a phenomenon, which, according to researchers, is having significant evolutionary repercussions. A new study shows that the importance that men, rather than women, place on beauty when choosing a mate is actually a form of natural selection. One result: women keep getting prettier, while men are as hairy and pudgy as they've ever been.

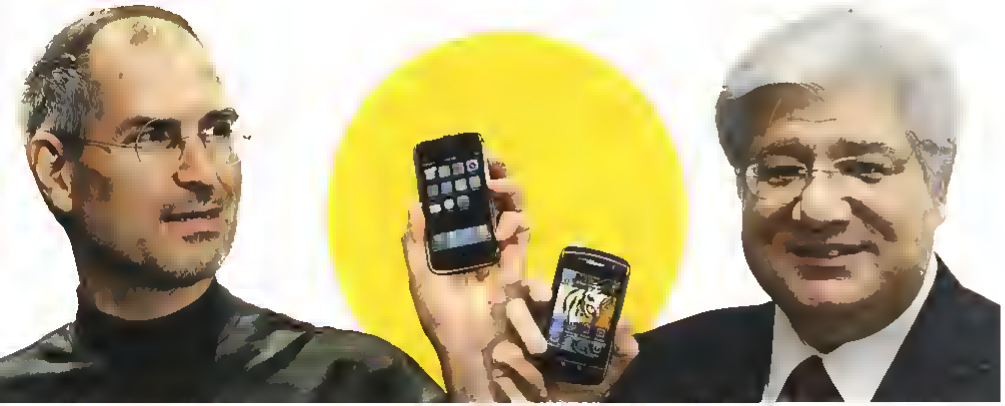
The University of Helsinki study is based on data collected in Wisconsin, which followed 10,000 high school graduates for four decades. Using the yearbook photos of a random sampling of 3,250 of the participants, researcher Markus Jokela asked a separate group of people to evaluate their attractiveness. On average, the women identified as attractive had 16 per cent more children than their plainer counterparts—a difference that was much less marked in men.



It's natural selection: better-looking people have more girls

However, it's not just the propensity of attractive women to have more kids that is pumping beautiful genes into the female pool. The fairer among us also tend to conceive more daughters than sons. In a government-backed study of 15,000 Americans, the most good-looking couples were 26 per cent less likely to have boys. Evolutionary psychologists Alan Miller and Satoshi Kanazawa explain this trend in their 2007 book *Why Beautiful People Have More Daughters*. In part, the sex of a child is dependent, they argue, on the traits its parents have that are most beneficial to survival. And because being good-looking is a more significant factor in the reproductive success of women than men, it follows that pretty people would have more girls.

But while the recent findings might tempt men to settle into complacency about their looks, they would be wise to reconsider. Yet another study found that attractive women carry a hormone that makes them more likely to have affairs, and change partners if some one more desirable comes along. M



UNTIL RECENTLY, RIM set the standard for smartphones. Now the BlackBerry is losing 'it' phone status—and users—to Apple's iPhone.

IS THE iPHONE KILLING RIM?

The BlackBerry is under attack and RIM's giving the fight everything it's got

BY COLIN CAMPBELL • Last month, a posting appeared on the popular *Business Insider* blog that no doubt filled some Research In Motion executives with a sense of dread. Under the heading "How I Ended My Affair With BlackBerry And Eloped With The iPhone," former tech analyst Henry Blodget described how he somewhat reluctantly went out and bought Apple's latest "it" phone, the new iPhone 3G S, after 12 years of loyal BlackBerry service. Business users have long been skeptical of the sleek iPhone and its touchscreen display, which can make emailing and typing a chore, but Blodget wasn't disappointed with his switch. "It's nice here in Apple world," he concluded.

Research In Motion (RIM) is still a smartphone juggernaut, but the defection of influential business leaders like Blodget sends a chilling signal to the Waterloo, Ont.-based company. More than half of its 28.5 million subscribers are business users, and while they haven't been dropping their BlackBerries en masse, momentum is quickly building behind the iPhone. While RIM reported a decline in the number of new subscribers in its latest quarterly results, Apple saw iPhone sales jump sevenfold. And when the new iPhone 3G S launched this summer, U.S. buyers snapped up one million of them in just three days. If the trend continues, and iPhone sales continue to rocket up, it's easy to see who will come out on top. Analysts say that Apple's rise out of nowhere to become a legitimate rival to the BlackBerry is something that RIM is now going to extraordinary lengths to guard against.

Just how far will RIM go? All the way to Parliament Hill, for starters. Last week, an emergency parliamentary hearing was held to look at the fairness of a recent auctioning off of some of Nortel's wireless assets. RIM had complained vehemently that it was unfairly shut out of the auction, which was eventually won by the Swedish firm Ericsson. "RIM is extremely disappointed that Nortel's world leading technology, the development of which has been funded in part by Canadian taxpayers, seems destined to leave Canada," said RIM co-CEO Jim Balsillie. In a statement, the company sought to stoke the nationalist fires by adding that the move could "significantly, adversely affect national interests, with potential national security implications."

The squabble over the leftovers of a bankrupt company might appear to have little to do with iPhones (let alone national security). But observers say that RIM's gambit to grab a piece of Nortel is very much a part of a bigger strategy to protect its place as the go-to smartphone maker in a wireless market that is becoming increasingly crowded. Competitors such as Apple are grabbing more attention as Internet-based smartphones begin to outsfune RIM's often clunkier, suit and tie set BlackBerries, and among the Nortel assets, analysts say RIM sees some key pieces of technology that could help turn the tide back in its favour.

At the parliamentary hearing, RIM co-CEO Mike Lazaridis said that RIM "almost had a deal" with Nortel to buy some of its wireless technology. He confirmed what analysts already suspected—that RIM is primarily after the patents on a new wireless broadband standard called Long Term Evolution, or LTE. LTE has emerged as the technology most likely to form the backbone of the next generation wireless systems over the next few years—systems that will allow smartphones to connect to the Internet far faster than they do now, and handle the kind of data-heavy services that are just beginning to appear on cellphones, like video-on-demand and video conferencing.

RIM'S GAMBIT TO GRAB A PIECE OF NORTEL IS PART OF A BIGGER STRATEGY TO CONTROL THE NETWORKS

That's what makes RIM's interest in Nortel so revealing, say analysts. This kind of technology is normally the concern of companies that build wireless networks, not those that make handsets. But if RIM were to control these LTE patents and employ the engineers developing them, it would be at a huge competitive advantage. RIM wouldn't just be a cellphone maker, but a one-stop, wireless powerhouse. It could, for instance, negotiate much cheaper access or even exclusive rights to the wireless networks it operates on, says Joe Compeau, a professor at the Richard Ivey School of Business, who has been following the company. It could also license the technology to other cell phone makers—a potentially profitable side business. RIM would become "the kid who owns the ball in the playground," says Carmi Levy, an independent technology analyst.

RIM knows better than anyone the risks of not controlling patents vital to its future. It has paid almost a billion dollars to settle two major patent disputes, including a US$267-million payment just last month. Those disputes threatened the very survival of the company. Nevertheless, a bid to control the underpinnings of a wireless system is an unprecedented move. Apple, for instance, has shown no interest in dirtying its hands in this side of the business. "It is not normal that a handset vendor would get that deeply involved in its supply chain. Handset vendors typically stick to handsets and partner with telecom vendors like Nortel or Ericsson," says Levy.

For now, BlackBerries remain big sellers, though it's easy to see why RIM is looking to alternate strategies for the future. "They're still the device of choice for businesses and they're gaining space in the consumer market," says Compeau. RIM sold almost eight million of them in its latest quarter (though analysts caution that was helped by a buy one, get one free offer from Verizon Wireless in the U.S.), and its Curve model outsold the iPhone in the first quarter of this year, according to the NPD Group.

But while RIM still holds a sizable 41 per cent of the global market, Apple has managed to snatch away 25 per cent of the market in just two years, according to a report by ChangeWave Investing. Now, rather than calling the shots, it's BlackBerry that's struggling to appear hip in the age of the iPhone. It is sponsoring U2's latest concert tour and has been running slick commercials featuring the band and the slogan, "BlackBerry Loves U2." That might help (Apple once sold a U2-branded iPod), but what RIM really needs is a knockout new product, one with a top-notch touchscreen that betters the iPhone. Its first effort at a touchscreen phone, the Storm, was a flop with critics (although RIM said early sales were "stronger than anticipated"), and a newer version is due out in the coming months.

A SURVEY OF FUTURE SMARTPHONE BUYERS FOUND 44 PER CENT WANT AN iPHONE, WHILE ONLY 23 PER CENT WANT A BLACKBERRY

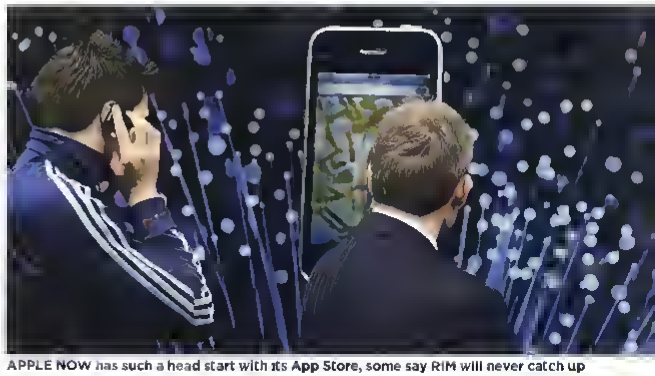
Perhaps most worrying of all for RIM is the potential erosion in sales among members of the next generation. According to a survey of future smartphone buyers, 44 per cent now say they are planning to buy an iPhone, while just 23 per cent say they would buy a BlackBerry, according to ChangeWave. Those numbers may partly be a result of the timing of the survey, which was done at the same time Apple released its new iPhone 3GS, but the threat from Apple is growing quickly as it slashes prices (you can now get iPhones for $99 with a three-year contract), adds new carriers, and improves the look and functionality of its phones. "Truth be told, the real darling is the iPhone hardware design. Nothing can touch it," says Levy.

Apple is also beating out RIM in the emerging market of third-party smartphone applications. It has been just a year since Apple launched its online App Store, but there are already over 50,000 applications and counting, and the site boasts more than a billion downloads. The variety of applications has made the iPhone more appealing to consumers, and Apple has demonstrated that smartphones are about a whole lot more than just emailing and browsing the Internet. RIM has launched its own app store (which has a few thousand apps), but analysts say that Apple's lead in this area may simply be insurmountable.

RIM's best bet may indeed be to focus on research into new wireless network technology, but so far it's not going all that well. Most observers say the odds of the government intervening in the Nortel sale to award the patents to RIM at this late stage are small. After all, the LTE patents are simply being leased—not sold—to Ericsson. However, it's conceivable that RIM could pursue its strategy through other means. Nortel isn't the only company developing LTE, and RIM still has plenty of cash on hand for acquisitions. Of late, RIM has been buying patents and intellectual property at a great rate; it has spent $1.3 billion on patents over the past two years, according to a report by Genuity Capital Markets analyst Deepak Chopra.

But will that be enough? Most observers expect that over the coming years Apple will continue to pick away at RIM's business market, leveraging its sleek looks and status to win over the suits. "It's still a two-horse race," says Levy, but just like there's only room for one Coke, there may only be room for one true smartphone leader with a brand and design strong enough to make consumers swoon. Right now, it looks like that brand will be the iPhone.

A few weeks ago, Blodget wrote an update about his breakup with the BlackBerry. Despite a few frustrations, he said, "I'm still happy I bought the iPhone." There's no getting away from the fact that people who use the iPhone just seem to like it better. Experiences like that will be pretty tough for RIM to overcome. M



APPLE NOW has such a head start with its App Store, some say RIM will never catch up

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DIRT CHEAP LABOUR

How businesses are getting the public to work for them for free

BY STEPHANIE FINDLAY • When Jeff Howe, contributing editor to *Wired* magazine, first coined the term "crowdsourcing" in 2006 he heralded a "new pool of cheap labour" where ordinary people used their spare time to work collaboratively with companies to create content, solve problems, and "even do corporate R & D." Three years later, crowdsourcing has evolved from a novel Internet experiment to a legitimate corporate tool used by businesses ranging from Netflix to Britain's *Guardian* newspaper



CROWDSOURCING offers free labour, reduced costs, new revenue streams and fresh ideas

Crowdsourcing is gaining popularity because it allows cash strapped companies to outsource time-consuming drudgery and decision making to the masses—who do it for free. In a recent high-profile case, the *Guardian* unleashed the power of the crowd to upstage a rival newspaper, and tackle the largest British political scandal in years. The *Guardian* was racing to catch up with the *Daily Telegraph*, which published a damning report in early May showing that British MPs had charged millions of dollars worth of frivolous expenses—for everything from clearing moats to building duck houses—to the public purse. The story was a huge coup, the result of months of toil by several journalists at the *Telegraph* who sifted through MPs' expense claims to find the evidence.

Shortly after the *Telegraph*'s report came out, the British government was forced to release details of all the MPs' expenses on the official Parliament website to comply with the U.K.'s Freedom of Information Act. It was the *Guardian*'s chance to jump on the story—but there were almost half a million documents to go through, and the *Telegraph* already had a huge head start. To catch up, the *Guardian* hired a team of software developers and developed a user-friendly platform that the public could use to categorize the documents. It took a week to get the site off the ground, and an estimated out-of-pocket cost of just $90 to rent temporary servers. Within the first 80 hours, 170,000 documents were reviewed, with a visitor participation rate of 56 percent. Already, approximately half of the 456,000 documents have been read. "It's really easy for people to see the original documents because they can be posted online," says Paul Owen, a reporter for the *Guardian* who worked on the project. "It would have been almost impossible for us to do the same thing without the readers."

In the U.S., National Public Radio journalists Peter Overby and Andrea Seabrook used a similar method to get free help from the public in an investigation examining the role of lobbying and money in Congress. They were having trouble identifying who the lobbyists were, so they took a couple of panoramic pictures of lobbyists watching a senate committee dealing with health care legislation, and asked their listeners for help in identifying them online. Even though they were asking for very specific information that only a limited audience could provide, the project was a big success. In addition to obtaining the identities they were looking for, the story was picked up by popular political blogs *Talking Points* and the *Huffington Post*, and it was met with a flurry of activity on Twitter. "There is a hunger for new ways to encourage political engagement," Seabrook says. "There's an appetite from the public to get dirty with the numbers."

Crowdsourcing yields particularly good results when a cash prize is dangled as an incentive. In September, online DVD and Blu-ray Disc rental service Netflix will announce the winner of its foray into crowdsourcing, the million-dollar Netflix Prize. The prize will be awarded to the ad hoc programming team that comes up with the best algorithm for improving the accuracy of the site's movie recommendations. Since Netflix announced the competition in 2006, nearly 50,000 entries have been submitted. (An international team of programmers called BellKor's Pragmatic Chaos was the frontrunner until recently, when they were edged out by a super team formed by merging three other teams.) When the contest ends, Netflix will be on the hook for the prize, but it considers that a bargain compared to the cost of hiring an in-house team of software developers.

Crowdsourcing is expected to become more and more popular in the business world over the next few years, says Claudia Moore, vice-president of marketing at crowdsourcing technology company Cambrian House. It's not hard to see why: the technology that makes it possible is getting cheaper, and as budgets are tightened, the free labour and pools of fresh ideas that crowdsourcing offers are becoming more attractive. Already, it's estimated that crowdsourcing achieves project cost reductions ranging from five per cent to 30 percent, when you take into account the new revenue streams it can generate, and savings it can deliver. Because of those savings, Moore predicts that almost all companies will eventually use internal crowdsourcing to tap employees for ideas, and she says organizations such as governments, health care companies, and consumer products companies will adopt new crowdsourcing models to engage the public. "We hear from all levels of government in Canada about making the old-fashioned, open-house process more accessible and more meaningful to how people can contribute and collaborate," says Moore. "And we will see more and more instances where that is the case." M



50 JOBS, 50 STATES, 50 WEEKS

After graduating from the University of Southern California, Daniel Seddiqui had amassed US$65,000 in debt, and couldn't find full-time work. So he decided to hit the road. His plan: work 50 jobs, in 50 states, in 50 weeks. His first stop was Utah, where he found employment with the Mormon church. Next it was Denver, where he did a stint as a geological survey hydrologist. He's now on job 46, working in New Hampshire for the Democrats.



ECONOWATCH

A WEEKLY SCORECARD ON THE STATE OF THE ECONOMY IN NORTH AMERICA AND BEYOND



STEVE MAICH

Last January, *Maclean's* published a cover story warning that the Canadian economy would likely lose a quarter of a million jobs this year. The economic storm was just beginning to reach hurricane force, but Canada was still in relatively good shape. The government was still insisting that our world-leading banks would shelter us, and a couple of rival publications chortled at our economic warning and suggested we were being alarmist. I wish.

It turns out we underestimated the threat to Canada's job market by a fair bit. As of July, roughly 331,000 jobs have been lost in 2009, the unemployment rate has gone from 6.6 per cent to 8.6 per cent, and if not for the fact that thousands of Canadians now consider themselves "self employed," the carnage would look far worse.

But just as the early days of the recession created confusion and doubts, so too are these later stages. The latest bad news about jobs (45,000 lost in July) came out just a day after several major newspapers trumpeted the end of the recession as front-page news. Even resolute bears like economist David Rosenberg were beginning to see encouraging signs of a recovery. The jobs numbers hit like a freezing cold shower. "If the recession indeed ended in July, Canadian employers didn't seem to get the message," CIBC World Markets chief economist Avery Shenfeld wrote in a report to clients.

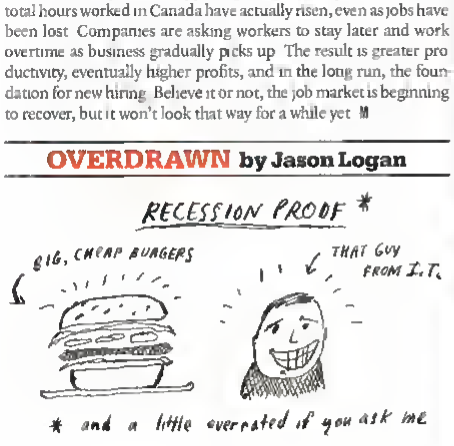
It's reasonable to fret about the fate of Canadian workers, but this is all part and parcel of how economies re-build themselves.

The process of firing workers is a slow one for most companies. There are forecasts, and board discussions, and HR processes to go through. And most managers try to avoid it as long as possible. Cutting workers often takes months between the time the decision is made and when separation papers are handed out.

What it means is that layoffs are often part of a company's recovery process more than its crisis strategy, which is why job losses typically continue long after the economy has begun to turn around.

That is exactly what's happening now. For the past two months, total hours worked in Canada have actually risen, even as jobs have been lost. Companies are asking workers to stay later and work overtime as business gradually picks up. The result is greater productivity, eventually higher profits, and in the long run, the foundation for new hiring. Believe it or not, the job market is beginning to recover, but it won't look that way for a while yet. M

OVERDRAWN by Jason Logan



THE GOOD NEWS

Climbing confidence

U.S. consumer confidence surged this month, driven by strong markets and improved expectations of what the future holds in store. The RBC CASH (Consumer Attitudes and Spending by Household) index took a 15-point leap to 37.5 (from 22.4 in July), following two months of declines.

Declining debt

For the fifth straight month, American consumers reduced their debt loads, paying off US$10.3 billion in debt. While that may curtail consumer spending, any return to long-term health requires that Americans first get their financial houses in order.

Hammers ready

The number of building permits issued to Canadian contractors rose unexpectedly in June by one per cent from May, to $5.2 billion. It was the second straight monthly gain. There was an increase in permits for both housing and commercial projects, raising hopes for the troubled construction sector.



A positive sign

The OECD's composite leading indicator, a measure of economic health in developed countries, continued to climb in June, after bottoming out in February. The index rose to 95.7. When it's below 100 and increasing, it's taken as a sign of economic recovery.

THE BAD NEWS

Dude, where's my job?

The recession is hitting young workers particularly hard. In July, the student unemployment rate jumped an incredible 7.1 percentage points in a single month, to settle at a depressing 20.9 per cent. Meanwhile the labour force for those ages 15 to 24 (a measure of those either working or actively looking for work), shrank at an annual rate of two per cent last month. One possible reason: older workers hit by dwindling retirement savings are flooding back into the job market. Those aged 55 and over have seen five per cent employment growth this year.

More banks go bust

Another week, another round of U.S. bank closures. Regulators shut down two banks in Florida and another in Oregon, bringing the number of banks that have failed this year to 72. That's the highest rate of bank closures in 17 years, and it's costing the cash-strapped Federal Deposit Insurance Corp.—which insures deposits at nearly 8,300 institutions—big bucks. This year's failures have now cost the insurance fund US$15 billion.



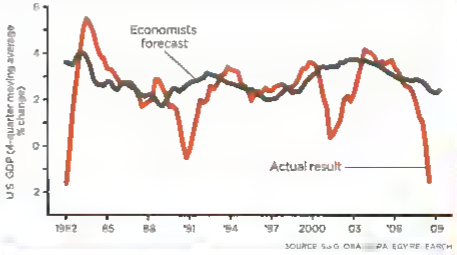
All dried up

One of the most obscure but reliable economic indicators, the Baltic Dry Index, had its worst week since the deepest depths of the financial crisis last October. The index tracks maritime shipping costs, and they fell 17 per cent last week. Analysts blamed the decline on slowing demand from China for dry goods, such as iron ore and coal.

GETTY ISTOCK CP

GRAPH OF THE WEEK

ECONOMISTS REALLY CAN'T PREDICT RECESSIONS • As renowned British strategist James Montier recently wrote in a Société Générale report: when you look at their record, it's clear that the three blind mice have more credibility." As a group, economists failed to predict the last few GDP tumbles, and in general, they tend to be too optimistic.



SOURCE: S.A.G. ORA... PA EGYPT... FARCH

SIGNS OF THE TIMES



▶ The recession is now officially hitting people from cradle to grave, literally. Sociologists say the grim economy is to blame for the first decline in U.S. birth rates in almost a decade, as families defer having kids until things improve. Meanwhile, some counties in the U.S. are struggling to deal with the cost of handling unclaimed bodies, which family members are abandoning because they can't afford to have them buried.

▶ Media giant News Corp. is resorting to some bold measures in the face of plummeting advertising dollars. The company said it will begin charging for all online content from its newspapers and news channels. It won't make readers happy, but it could help return the business to profitability.

▶ The economy may be starved of growth, but it can't dampen the world's taste for Big Macs. McDonald's just reported that global sales were up by more than four per cent last month. In Europe, sales were up over seven per cent. Its new coffee offerings have helped the restaurant chain, but the traditional—not to mention inexpensive—burgers and fries are still a big draw for the recession weary.

▶ Coffee shops, with their cosy atmosphere and free wireless Internet access, have long been popular spots for the unemployed to look for work. But the number of laptop squatters in New York cafes has gone up dramatically as job losses continue. Some shops have started banning laptops and asking patrons to start buying more food and beverages—or move along.

LATEST INTELLIGENCE

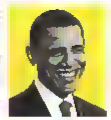
Even though many economists have declared the recession over, America is still losing jobs. The good news is that jobs aren't disappearing nearly as fast as they were a few months ago—and the unemployment rate even dipped to 9.4 per cent in July (from 9.5 per cent in June), the first decline in more than a year.

"July's employment report is the gift that keeps on giving."
—*Paul Ashworth, senior U.S. economist, Capital Economics*



"The economy is still shedding jobs, but the pace of decline is slowing, consistent with the view that output has hit bottom and growth is now resuming."—*Nigel Gault, chief U.S. economist, IHS Global Insight*

"The July jobs report is another sign that the worst recession in eight decades is winding down."—*Sherry Cooper, chief economist, BMO Capital Markets*



"We've rescued our economy from catastrophe."
—*U.S. President Barack Obama*

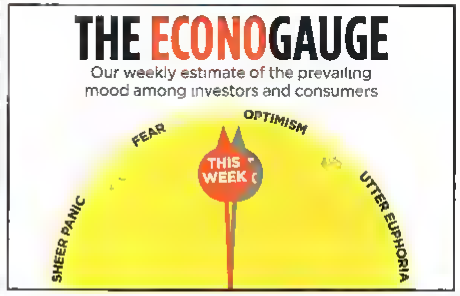
"Long-term unemployment is becoming an increasingly pressing issue."—*Richard F. Moody, Forward Capital*

"What is still very much open to question is how fast the move will be to stabilization of payrolls, and eventually to job growth. We believe the process will be a slow one."—*Joshua Shapiro, chief U.S. economist, Maria Fiorini Ramirez Inc.*

"The American consumer is by no means out of the woods, but we are moving in the right direction."—*Richard DeKaser, chief economist, Woodley Park Research*

THE ECONOGAUGE

Our weekly estimate of the prevailing mood among investors and consumers



THE WEEK AHEAD

THURSDAY, AUGUST 13: American unemployment benefit claims for early August will be reported. The rate is expected to decline.

FRIDAY, AUGUST 14: Statistics Canada will issue manufacturing sales for June. Sales in May were at the lowest level in over a decade.

MONDAY, AUGUST 17: Retail Internet sales for second quarter 2009 will be reported by the U.S. Census Bureau. Little if any growth is expected, following a slight uptick in the first quarter.



THE FOAMING SLUDGE at Connaught Beach on Lake Winnipeg is another sign that the lake is getting close to the tipping point

CANADA'S SICKEST LAKE

Living, toxic goo is killing lakes the world over. It may be too late for Lake Winnipeg.

RUNNING DRY
PART 3 OF A SERIES

BY NANCY MACDONALD • *Cisco*[1] *Walleye*[1] *Whitefish*[1] From the foredeck of the MV *Namao*, a scientific research vessel on Lake Winnipeg, student-scientists in rubber boots and banana yellow hard hats are calling out the catch They've also landed trout-perch and emerald shiners, whose weight, stomach contents, skin tissues and isotopic concentrations will help gauge the health of the huge prairie lake The trawl net—which looks like a bright blue tube sock with a nine-metre hole—was hauled aboard by a yellow crane just before the skies went suddenly dark, unleashing a heavy wall of rain like only the prairies can. Walloped by wind and rain, even the *Namao*—at 34 m, the biggest ship on the lake—is rocking and rolling on Lake Winnipeg's dangerous, ocean-sized waves

Perfect storm conditions are also brewing below the surface Ironically, the isolated prairie lake, ringed by pristine Boreal forest, tucked far away from industry and major population centres, has become the sickest big lake in the country What was once a small patch of algae first noted in the 1990s, now grows to smother more than half of the massive 24,500-sq.-km lake most summers. In 2006, the pea soup blanket covered almost the entire lake, home to 10,000 cottagers, a $100-million tourism and recreation industry, and a $25-million commercial fishery. It's "like sailing through a sea of green paint," says *Namao* head biologist Alex Salki, one of a handful of concerned local lake scientists who founded the Lake Winnipeg Research Consortium The putrid green mat, twice the size of P.E.I. and clearly visible from space, is jaw dropping evidence of an ecosystem in deep trouble Already Lake Winnipeg, the world's tenth-biggest lake, is in worse shape than notorious Lake Erie, says David Schindler, one of the world's top water authorities, based at the University of Alberta

Lake Winnipeg is "just the tip of the iceberg," says UBC water expert Hans Schreier Globally, the problem—known as "eutrophication"—is the "No. 1" water quality issue we face, says Salki The culprit isn't oil spills, toxic waste or even pesticides, but nutrient overloading from fertilizers human and animal waste Nitrogen and phosphorus do precisely in water what they do on land cause plant life to run wild and multiply like crazy. The process is accelerated by the channelization of waterways to allow rapid runoff from farmer's fields, and the destruction of wetlands and riverbank areas Wetlands, "nature's kidneys," which act as natural filters and nutrient traps, have been reduced by 70 per cent in Canada In the Red River Valley, which contributes 66 per cent of Lake Winnipeg's phosphorus load, wetlands have seen a hundredfold reduction Manitoba's so-called "hog boom," meanwhile, has seen the number of hogs on the watershed swell to 8.2 million, dumping an annual excrement load equivalent to at least 30 million humans Alberta, the western limit of the lake's catchment area, has another eight million head of hogs and cattle

Globally, toxic algal blooms—in both lakes and coastal systems—have been increasing in number, frequency and size. A toxic bloom in the Yellow Sea at Qingdao nearly halted the sailing events at last summer's Beijing Olympics A year earlier, a rank toxic bloom choked legendary Lake Tai, China's third largest freshwater lake, leaving more than two million people without drinking water and killing fish Meanwhile, a 7,770-sq.-km oxygen-starved "dead zone" has spread in the Gulf of Mexico where the Mississippi—chock full of fertilizers after draining the U.S. Midwest—spills into the ocean, causing an explosion of toxic algae and bacteria, killing fish and threatening the Gulf's $2.8-billion fishery. Scientists say such zones are spreading, and could one day make up one-fifth of the world's oceans

Already, the problem is very common in western Canadian lakes: at least one-quarter of those studied by University of Regina biologist Peter Leavitt are showing early warning signs Some, like Saskatchewan's Qu'Appelle lakes, Alberta's Lac La Biche, and Ontario's Lake Simcoe, are showing "serious signs of eutrophication," says Schindler. In 2007, 122 Quebec lakes sprouted massive algal blooms, and last summer an algal bloom sprouted on the St. Lawrence River, killing fish, birds and mammals Even Lake Erie, back from the biological brink, has begun sprouting algal blooms and low-oxygen dead zones all over again

But aesthetics aside, are the scums, smells, toxins and cyanobacteria all that bad for the country's lakes? Strangely, Lake Winnipeg's pickerel fishery, which recently surpassed Lake Erie's total catch, has never been better. (Generally, the equation goes: the more algae, the more bugs, the more fish.) In Bangladesh, where 80 per cent of animal protein in the diet comes from fish, some lakes are being purposefully eutrophied to increase fish counts But there is a tipping point when all that new life begins to choke the lake, says University of Winnipeg aquatic ecologist Eva Pip When all that organic material dies, it sinks to the bottom, where bacteria go on an eating binge, using up all the available oxygen At that point the system "collapses," she says. Anaerobic bacteria, which do not need oxygen, take over; the water will stink, and the masses of blue-green algae floating on top will cut off all sunlight to whatever is below "The lake," says Pip, then "becomes an algal swamp." And once it tips over the edge, it is "extremely difficult" to return a lake to a healthy state.



WAYNE GLOWACKI/WINNIPEG FREE PRESS

Just before a lake dies, it can look healthier than ever, with an explosion of fish life

Still, there have been successes, notably in Switzerland, which has kept its lakes largely free of algae by reducing agricultural runoff by 50 per cent over the past decade And then there's Lake Erie, whose comeback is one of the world's great environmental success stories It was declared "dead" in the 1960s, but within a decade the five major cities on the lake's south shore managed to slash phosphorus loading by half, largely by updating wastewater treatment plants, which almost instantly reduced cyanobacterial blooms

Getting Lake Winnipeg off death's door step will require similar-scale reductions to the nutrient load Even Winnipeg's $1.8-billion wastewater treatment upgrade will only reduce it by two to three per cent The city is responsible for only six per cent of the load The rest flows into the lake from diffuse, "non-point sources," including drainage ditches from farmer's fields, stormwater from Regina, phosphorus from dishwashers in Fort Frances and yard fertilizers in Calgary More than half originates in the U.S., notes Schindler.

In six months, the first peer-reviewed science (collected by the *Namao*) will be published, painting a more complete picture of the crisis Perhaps more importantly, it will provide policymakers with the scientific backbone to move forward Already, the government of Manitoba, where 11 per cent of the workforce is involved in agricultural production, has tabled tough draft legislation limiting fertilizer use—in places, right down to zero The province is also calling for restrictions on hog operations in some regions, despite the protests of enraged farmers

Some, like Pip, believe it may be too late—that Lake Winnipeg has already passed the point of no return—but others are more optimistic "We believe we're in time," says Bill Barlow, former mayor of Gimli, the saucer-flat Icelandic fishing community of 5,000 on the lake's south shore "But just in time This is one of the world's great lakes We can't let it go down on our watch." M

GWEG MCCULLOUGH

SAVE THE WORLD

'CLOUD SHIPS' TO DEFEND AGAINST SUN'S RAYS

Lovers of gas-guzzling SUVs take note: researchers say they've figured out how to cut global warming without reducing carbon dioxide emissions The scheme involves deploying 1,900 wind-powered ships to spray droplets of sea water out of tall funnels, creating white clouds to deflect the sun's rays According to scientists from the U.S. and the U.K., these "cloud ships" would prevent up to two per cent of the sun's rays from warming the ocean.

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THE QUEST TO BUILD A DINOSAUR

Scientists are working to bring dinosaurs back to life. They think they're getting close. BY KATE LUNAU

Jack Horner has a vision. A world-famous paleontologist who gives "an awful lot of lectures," Horner pictures himself strolling out on stage before a crowd, just as he's done countless times before. Instead of carrying the standard sheaf of notes or dusty slides, though, he has with him the ultimate prop: a real live dinosaur on a leash. "It's small, but bigger than a chicken," he writes in his new book, *How to Build a Dinosaur*. "Let's say the size of a turkey, one day maybe even the size of an emu." The emu-size dinosaur, he adds, "might have a muzzle or a couple of handlers."

If it sounds straight out of *Jurassic Park*, it's no coincidence. Horner served as scientific advisor on all three films, and is said to be an inspiration for the rugged protagonist, Alan Grant. Unlike in the movie, though, Horner thinks he can bring back a dinosaur *without* using its DNA—a crucial difference, because in real life, dino DNA hasn't been recovered. Horner has a different plan. By making a few genetic tweaks to its modern-day ancestor, the bird, he wants to hatch a dinosaur straight from a chicken egg.

It's Horner's vision, and McGill University paleontologist Hans Larsson is working to make it happen. With Horner's encouragement, Larsson is experimenting with chicken embryos to create the creature Horner describes: a "chickenosaurus," they call it. If he succeeds, Larsson will have made an animal with clawed hands, teeth, a long, dinosaurian tail and ancestral plumage, one that shares characteristics with "the dinosaur we know that's closest to birds, little raptors like the velociraptor," Horner says.

Their quest to build a dinosaur is taking them millions of years into the past, and forward again to the very edge of science, so cutting-edge it sounds more like science fiction. Beyond the ethical questions that surround their work—or even practical questions, such as how and where such a creature would live—resurrecting a dinosaur sounds too far-fetched to be true. Yet both men insist they're almost there. "I believe it will happen," Larsson says. It's just a question of when. If all goes according to plan, he adds, Horner will have his pet dinosaur within five years' time.

Reached over the phone at the T. rex Discovery Centre in Eastend, Sask. (otherwise known as "Dino Country"), Larsson has been out in the field all week, digging for bones. As part of a three-week course he teaches in paleontological fieldwork, 15 students, mostly from McGill, spend their days prospecting through the badlands, excavating fossils with anything from "dental utensils to a pickaxe and shovel." At night, they gather round a bonfire, sharing beers and stories. There's much to tell: one student found a velociraptor claw; another got a Tyrannosaurus rex's tooth. "We finished [digging out] a baby T. rex skull last week," says Larsson, 38.

Compared to his lab work with chicken embryos, digging up dusty bones seems decidedly old-school. Yet Larsson, one of the very few paleontologists who also works with embryos, insists they're intimately linked—which brings him to Saskatchewan, a great place to look for fossils. The reason why dates back about 66 million years, when a meteor "the size of Montreal island" smashed down near Mexico's Yucatán Peninsula, sparking forest fires, tsunamis, and sending up a giant dust cloud that spread throughout the atmosphere. "Seventy-five per cent of all species went extinct," Larsson says. "Most life ceased." Eventually, the debris settled, creating a clay layer that's still visible at different locations across the planet, including in Saskatchewan, where it's a "beautiful, one-cm-thick orange clay, packed through with shocked quartz and iridium."



MICHAEL BLANN/ GETTY IMAGES; LOUIE PSIHOYOS/ CORBIS

Because the baby T. rex skull was found near the clay layer, it was probably one of the last dinosaurs to live before the mass extinction. According to Larsson, a creature's evolution over millions of years—which can be traced in fossils like the T. rex skull—provides valuable insight into the individual animal's development over its lifetime. Likewise, a chicken's progress from embryonic blob to feathered fowl says something about evolution, and maybe even how to reverse it.

It's a driving idea behind evolutionary developmental biology, or "evo devo" for short. A relatively new field of science, evo devo was sparked by the startling discovery that most creatures share many of the same genes. Homeobox genes (or Hox genes), which flick on during development and govern which body parts go where, were first found in fruit flies in the 1980s, says Sean Carroll, an evolutionary biologist at the University of Wisconsin-Madison. (Experiments to find Hox genes were straight out of a horror movie: scientists created insects with legs where their mouths should be.)

After pinpointing these master genes, researchers "looked around the animal kingdom, and were stunned and delighted to find them everywhere," Carroll says. Indeed, we've got more in common with other species than most people realize. The DNA of a person and a chimpanzee, for example, are about 99 per cent identical—meaning that, in the six million years of evolution that divide us, less than one per cent of the three billion letters in the human genome have changed. Even the sea squirt, a tube-shaped creature that clings to underwater piers, shares about 80 per cent of our genes. "If you take snakes, frogs and birds, you're really taking the same genes and using them in different ways," Carroll says. Not only do we share genes with other animals, we share them with distant ancestors, too. Despite evolutionary change, many of our genes have been around for more than 500 million years, Carroll says.

Three years ago, evolutionary biologist Neil Shubin unveiled one of the most significant fossil finds of the century: *Tiktaalik*, a 375-million-year-old fish with "a neck, elbows, shoulders, even proto-wrists," he says. An almost perfect link between fish and land vertebrates, *Tiktaalik* (unearthed in Nunavut) is our own distant cousin. Just as Larsson looks to dino bones to understand his embryos, Shubin used the fossil to design an experiment with modern-day paddlefish. He found that, even before limbed animals evolved about 365 million years ago, fish had the genes necessary to grow arms and legs. "Evolution doesn't always rely on the development of new genes," Shubin explains. "It's redeploying old genes in new ways: changing their switches, or their time of activity."

BY TRIPPING THE RIGHT GENETIC SWITCHES, HE HOPES TO BUILD A DINOSAUR INSIDE A CHICKEN EGG

By tripping the right genetic switches at the right time, then, Larsson should be able to build a dinosaur inside a chicken egg.

While Larsson tinkers with the embryos in his lab, other scientists are on the hunt for dinosaur DNA, the so-called blueprint for life. In the movie *Jurassic Park*, researchers manage to extract it from a mosquito trapped in amber, then implant it into a frog's egg, not long after, the park is swarming with velociraptors, triceratops, and even a bloodthirsty T. rex.

Harvesting DNA from bugs in amber worked just fine in the movies, but in real life, it hasn't panned out. "Many people have tried, myself included," says Blair Hedges, an evolutionary biologist at Pennsylvania State University, who says a sample could provide invaluable information on everything from a dinosaur's appearance and behaviour, to the process of evolution. It could also theoretically be used to build a dinosaur, if enough were recovered—the first step, though, is to find some. So far, the oldest DNA ever recovered is under one million years old. The last dinosaurs died out 65 million years ago.

It isn't necessarily the passage of time that ruins a DNA sample, so much as its surroundings, says Hendrik Poinar, director of McMaster University's Ancient DNA Centre. Heat and humidity, for example, are both known to break down the molecule. "There's no environment I can think of that would have remained constant enough to preserve dinosaur DNA," he says. But "despite the fact I'm a disbeliever, I'm still a scientist. If you can find a bone that's been in some weird cave for 65 million years, give it a shot."

Finding that "weird cave" might not be so improbable. In 2005, Mary Schweitzer, a paleontologist at North Carolina State University, made an astonishing announcement: she'd discovered soft tissues in the leg bone of a 68 million-year-old T. rex. Her findings were, of course, controversial, yet in May, Schweitzer repeated the trick, this time with an 80-million-year-old hadrosaur. (The duck-billed dinosaur was sealed in dry, porous sandstone, which seemed to help with preservation.) "People just assume these tissues degrade," she says, and because of that assumption, "no one bothered to look."

None of Schweitzer's soft tissues and proteins have so far yielded any dino DNA, but the discovery alone is enough to give hope. If these tissues can survive, Schweitzer sug

gests, maybe DNA can, too

And if sandstone is a good preservative, so is the Arctic deep freeze. Each year in Siberia, the tusks, teeth and bones of ancient woolly mammoths (an elephant species extinct for over 4,000 years) can be found along the coast, shaken loose by erosion and the summer thaw. Mummified carcasses have even been uncovered, including one named Lyuba, a near complete baby mammoth found in western Siberia in 2007. All of these, of course, could be rich sources of DNA.

Last year, researchers at Pennsylvania State University announced they'd managed to map 70 per cent of the woolly mammoth genome, the first time an extinct animal's genome had been sequenced. The feat was accomplished using DNA from the hair of a 20,000 year-old mammoth found buried in the Siberian permafrost. Hair proved to be a great source, says Webb Miller, a professor of biology and computer science who worked on the project. "It locks out moisture and bacteria," he says. "We just basically dunk it in bleach, open the hair shaft and take the DNA out." Not only that, hair is easy enough to get. "Woolly mammoths have lots of it. We could literally buy pounds, if we wanted to."

Miller hopes the genome will provide a wealth of information on what drove the woolly mammoth to extinction, a puzzle that hasn't yet been solved. "I would sleep easier if I knew that whatever wiped out this species," whether it's a disease, climate change, or something else entirely, "won't happen to us," he says. And of course, having the mammoth's genetic map offers up the tantalizing possibility of resurrecting the iconic animal—something Miller thinks is inevitable.

Last fall, a group of Japanese scientists announced they'd cloned healthy mice from dead ones frozen up to 16 years, leading one to suggest that bringing back a frozen woolly mammoth was "no longer science fiction." To clone an extinct animal, scientists would theoretically need its entire coding sequence, Poinar says. Since we currently have only 70 per cent of the mammoth genome, they'd have to create a hybrid at first, tweaking an elephant genome to create a modified mammoth genome. The modified genome would then be injected into an embryonic cell and implanted into an elephant, which would carry the baby to term.

While dino DNA has been elusive, that of less-distant creatures has been recovered, and so mammoths aren't the only candidates for resurrection. Researchers at the Max Planck Institute for Evolutionary Anthropology in Germany recently announced they'd mapped the genome of the Neanderthal, a human species extinct for 30,000 years, not long after, Harvard University genetics professor George Church suggested in the *New York Times* that a Neanderthal could be brought to life for about $30 million. Poinar's group at McMaster is sequencing the genome of the mastodon, an ancient type of elephant with long, reddish hair. Other groups are mapping genomes for the Tasmanian tiger and the New Zealand moa (a large flightless bird), to name a few.

When it comes to bringing these creatures back from the dead, "there's no question we will be able to do it, and it will be done," Poinar says. "The big question," he adds, "is *should* it be done?"



McGILL'S Hans Larsson studies the 'dinosaurian traits' of chicken embryos (right)

PHOTOGRAPHS BY ANDREW TOLSON

Out on the grassy lawn at the University of Toronto's Scarborough campus, where a zoology conference is being held, Larsson removes a fat test tube from his leather bag. In it floats a chicken embryo, curled upon itself, its cartilage stained an unearthly blue. Less than half as big as a human thumb, the specimen is almost unrecognizable, and not just because of its sharp hands and feet, or its two wide, empty eyes. The embryo's delicate spine—when the sunlight shines down through the test tube, each tiny vertebrae is visible—continues well past its backside, creating a thick and pointed tail. Fully developed chickens, of course, don't have tails.

It's one of the basic principles of evo devo as an embryo morphs from just a few cells into a fully formed creature, it shows echoes of ancestral traits, bumping up against evolution along the way. Chicken embryos, for one, start off looking fairly generic, much like the fishy ancestor they share with humans and other vertebrate creatures (it was in the fish that nature first learned how to lay down a backbone, Carroll says). As the embryo continues to transform, there's a brief window when, according to Larsson, it takes on "dinosaurian traits." For a mere 10 hours, the chicken embryo sprouts five fingers with pointed and clawlike tips, a hint of teeth, and a tail (up to 22 vertebrae, roughly 15 more than in a developed chicken). Suddenly, a genetic switch flips: the teeth disappear, the tail is destroyed, and the five fingers become three. It looks much more like a bird.

Why would an embryo build extra fingers, teeth or a tail, only to have them disintegrate? Evolutionary change is "like tuning a car while the engine's running," Carroll says. "You can't just junk one part and put something else in, in the meantime, it wouldn't work. Those pre-existing programs are often the foundation for something new." For Larsson, the trick will be to override them.

The first step is figuring out the normal process of chicken development, "so we don't develop a mutant chicken that has nothing to do with development or evolution," he says. (Think of mothers who took thalidomide, a drug used to treat morning sickness in the 1960s, many of whose babies were born with flipper-like hands and feet.) Experiments can be as simple as injecting fluorescent dyes into the embryo, to trace which cells move where. Its progress would then be lined up with the fossil record, which shows, for example, the transition from a fat dinosaur tail to the bird's stumpy pygo style. the T rex had 35 vertebrae, Archaeopteryx, an intermediate creature, had 25, a full-grown chicken has up to eight.

In the lab, Larsson's also working with transplants, clipping the tip of a chicken embryo's tail and clamping it onto another "when the tail is about to shut down, to see if we can rescue it." In the best cases so far, it grafts on but keeps its own genetic program instead of kickstarting the embryo's, which is the goal. Larsson's even tried taking tail tips from 20 embryos, combining them into a "big ball of cells" to make an implant that might activate the tail. He's working with drugs, too, but "we still have to find the right pathways," he says. Pharmaceuticals haven't helped with tail growth so far. "We get bizarre things," he says. "It almost looks like you took a hammer and crushed it."

Even so, drugs have shown some promise in saving the embryo's tiny forearms. Larsson has also managed to produce one specimen with a couple of extra vertebrae. And a few years ago, scientists from the Universities of Wisconsin and Manchester discovered a mutant chicken with a complete set of teeth, an ability that was lost in birds about 100 million years ago, suggesting they can be developed, too (the mutant died before it could hatch). The work is still mostly trial and error, but "we're getting closer," he says.

If his efforts succeed, what will Hans Larsson have created? "Within five years, I think we could get a chicken with a tail, forearms, and teeth, and transform its feathers back to their ancestral shape, which is probably a hollow quill," he says. It would be slightly larger than a standard chicken, although using another bird species (say, an emu) or treating it with growth hormones could produce different results. It would still have a chicken genome, and so wouldn't technically be a T rex or a velociraptor, but it wouldn't be a chicken, either, at least not as we'd recognize it. So what, exactly, would it be?

"It would be a dinosaur," Larsson says, "because chickens *are* dinosaurs."

ONE EXPERT SAID THAT FOR $30 MILLION, WE COULD EVEN BRING A NEANDERTHAL BACK TO LIFE

Fly a helicopter across the Siberian permafrost, and look down at the open spaces below. "You can just close your eyes, and see herds of woolly mammoths walking across it," Hendrik Poinar says. As a child, he dreamt of seeing the mammoth, a woolly rhinoceros or even a sabre tooth tiger in the flesh, instead of just in his history books. "You can't help but be fascinated at the possibility of laying your eyes on something as iconic as that." It's easy to get swept up in the excitement, but Kerry Bowman, a bioethicist at the University of Toronto, urges a note of caution. "*Jurassic Park* was a really fun movie," he says, "until the dinosaurs got loose."

Of course, Bowman's speaking in metaphor: not much threat would be posed by a turkey-sized chickenosaurus, even if one flew the coop. In his book, Horner notes that if his dinosaur escaped, it would have about the same chance of survival as a lone chicken. "If by some miracle it did mate with a hen or rooster," he writes, "the result would be an old-fashioned chicken. If it died, we could stuff it and roast it. It would taste, as the proverb says, like chicken."

Sounds harmless enough. Beyond the chance such a creature could escape, though, Bowman says we need to "take a deep breath" before tinkering with animal life. With the mammoth, "knowing elephants, I can only imagine these are highly sophisticated, social and sentient creatures," he says, adding that, if one were created, it would likely be in isolation. Bringing back a Neanderthal, of course, would be even more fraught. "What would its moral status be?" asks Bowman, who is also president of the Canadian Great Ape Alliance. As our own sibling species, "would it be housed in a zoo? Would it be treated as a low-functioning human?" Would it be closer to an ape, or to a person?

Even Poinar, who collaborated on the woolly mammoth genome project, questions the merits of actually creating one. "Typically there's a drive in science to do something, just to say you've done it," he says. "There is no scientific benefit to bringing back an extinct species like [the mammoth], that I can think of. You're creating a biological curiosity that's going to sit in a zoo, or even a theme park. To me, that is sad enough."

But for Jack Horner, making people stare is exactly the point. The chickenosaurus will be a conversation piece, he says, sparking a public debate about evolution by winding its tape backwards for all to see. "Let's put it this way," Horner says. "You can't make a dinosaur out of a chicken, if evolution doesn't work." M

WAY OUT THERE

MIND CONTROL MOVES PROSTHETIC LIMBS

Amputees may soon have the ability to control their prosthetic limbs with nothing more than their own brain waves, thanks to the "brain carpet," a network of microelectrodes that sit on the brain and sense electrical signals. Scientists hope the brain carpet, originally developed for epilepsy research, will be able to replace a more invasive procedure where electrodes are surgically embedded deep inside the brain.

AGAINST ALL ODDS

Is it crazy to marry someone you've known only a few weeks? A lot of smart people don't think so.

BY ANNE KINGSTON

Last month, Jillian Harris packed up her bags and moved house from Vancouver to Chicago to live with her fiance, Ed Swiderski, whom she'd known all of nine weeks before giddily agreeing to marry him, they plan to wed within the year. The couple's warp speed romance, one of several Harris was juggling on the last season of *The Bachelorette*, was served up like spray cheese on crackers to a fixated audience of millions. The 29 year-old gushed about her instant connection with the 30 year-old Swiderski on *Live with Regis and Kelly* in July: "We had that one date when everything came together," she said. "I knew I could not let him go ever."

As psychotic as that statement sounds, it's the lingua franca of the whirlwind courtship, a phenomenon far more fascinating in reality than any on faux "reality" programming. Lately there's been a crop of them. Earlier this year, the 70-year old writer Joyce Carol Oates married Charles Gross, a professor of psychology at Princeton less than a year after her husband of 47 years, with whom she'd had a happy marriage, died. In January, the *National Post* columnist Diane Francis wed John Beck, the CEO of the construction conglomerate Aecon Group, knowing him less than four months. The couple, both in their 60s, met at a dinner thrown by the conservative think tank the Fraser Institute, which, when you think about it, is the perfect forum for finding Mr. or Ms. Right. Beck, who arrived late, ended up in the only available empty chair, next to Francis. The opinionated pundit declines to comment on her personal life, but in an email response to a question from the *Globe and Mail* about the relationship's rapid progression, she wrote: "When it's right you just know it."

The French coined the term *coup de foudre* to describe the love-at-first-sight thunderbolt—fitting, given the impetuous history of its current first couple, 53 year old Nicolas Sarkozy and 41-year old Carla Bruni, the supermodel turned songstress. "I was in love at first sight," Bruni told *Vanity Fair* about meeting France's president at a dinner party in 2007. "I was really surprised by him, by his youth, his energy, his physical charm—which you could not actually see so much on television—his charisma." The pair wed in February 2008, less than three months after that fateful night. It was the first marriage for Bruni, who's famed for her sexual conquests, the third for Sarkozy, also known for making amorous leaps.

THEY MARRIED WITHIN FOUR MONTHS. 'WE KNEW IN A WAY THAT, HAD I BEEN 24, I WOULDN'T HAVE KNOWN.'

The certainty, that "I just knew" that underlines the whirlwind marriage, inspires wonder—and cynicism given the wreckage it can leave in its wake. Hollywood provides the most celebrated examples, the most madcap being Pamela Anderson's and Mötley Crue member Tommy Lee's three-year nuptial spectacle that kicked off in a pheromone haze on a Mexican beach in 1995. Anderson, in a bridal bikini, married the drummer some 96 hours after they were introduced. Then there is the actress Kate Walsh, who crowed about becoming engaged to 20th Century Fox executive Alex Young in May 2007 after knowing him weeks. "I know—I'm literally living the dream,' she told *People* magazine. "But you know when you know." The couple wed in September 2007; 15 months later, the marriage was kaput and Walsh is now living the nightmare of a messy public divorce.

Emily Yoffe, the Washington-based writer who's the "Prudence" of *Slate*'s popular advice column "Dear Prudence," believes the love-at-first-sight model can create pressure, and unrealistic expectations. "There are so many paths to falling in love," she says. She gets letters from people who say they're with a wonderful person and are the happiest they've ever been but don't feel the big romantic "This is it!" so common in chick flicks and reality shows. "And I can never be sure if it's 'You're in this genuine boredom' or 'You have this stupid Hollywood thing in your head about what it should be and you're going to miss what real life is.'"

Marriage counsellors too are critical of "instant" relationships, observing they're often animated by delusion and projection. "I see so much of the damage caused by people blindly connecting, rushing through the stages of commitment, and not creating the solid basis a true relationship needs," says Tina Tessina, a marriage therapist and author in Long Beach, Calif.

Programs like *The Bachelorette* foster the myth that love is an instantaneous emotion, says Mary-Lou Galician, who teaches media analysis and criticism at Arizona State University. "We all have had that feeling and then found out what a dreadful mistake it was," she says. "Real love takes time."

Still, enough inspiring examples exist that suggest a quick impulse to marry can be prescient, even shrewd. Exhibit A is lawyer, political operative and University of Toronto chancellor David Peterson and his wife, Shelley, an actress and author: the couple knew one another only 2½ months before they married in London, Ont., in January 1974. He was 29, she was 21. She didn't know what his religious background was, whether his grandparents were alive or whether or not he wanted children. Shelley Peterson admits: "There were a lot of things we hadn't figured out." Thirty five years, three children and one grandchild later, the former Ontario premier calls the flight to the altar "the smartest thing I ever did." His wife is equally effusive: "I'm more in love with him now than I was then," she says. "I find that astonishing."

Peterson says he was smitten the first time he saw his future wife on stage. He finagled her phone number and called repeatedly. She had no interest in meeting him, she says. "I didn't need more men in my life." Finally she agreed to lunch. "I thought 'I'll just get this over with. One hour, that's it.'"

By the time the soup course came, David Peterson was "head over heels in love," he says. "She was perfect, gorgeous, funny." She too was taken. "I thought he was lovely and intriguing. I thought, 'This is somebody I need to get to know.'" Shelley Peterson speaks of their marriage as inevitable. "There wasn't a moment I wanted to marry him," she says. "It was more that there just wasn't any other thing to do except to marry him."

Waiting wasn't an option, he says. "How could you wait? It's like a cat catching a mouse: you just jump on it. Everyone knew she was perfect. The only question was whether I was good enough for her."

Her friends and family were less enthusiastic. "But I was quite sure," she says. "And on the other hand I felt that if it didn't turn out to be a good idea I could get out of it."

Catherine Burton, a marriage and family therapist in Dallas, has said that couples who move quickly because they've found someone with stellar spouse qualities—being even tempered, respectful and thoughtful—tend to have stronger marriages. The Petersons' example supports this theory, they both speak of enduring qualities in the other. "I recognized a sincerity, a belief in humanity, an optimism—a lot of things that never change in a person," she says. He praises her character. "She's the most empathetic person, deeply moral, she has a deep knowledge of the world and what's important." Love flourishes only with mutual respect, they agree. They've told their own children never to settle for a relationship that isn't joyful and passionate. "We tell them it's far better to be alone than in an even slightly unhappy relationship," Shelley Peterson says.

But she knows luck played a part. "How would I know that David was all of the things I hoped he was?" she says. "I couldn't know that. I believe I was extraordinarily lucky that the wilful passion I felt as a 21 year-old didn't end in terrible disaster." Her husband agrees. "But there's also brains in it and you have to work on it."

Research on courtship, surprisingly, contradicts the conventional wisdom that the longer the courtship, the more stable the union. The expert in the field is Ted Huston, a professor of human ecology at the University of Texas who set up a project in 1978 that, for decades, followed 168 couples from their newlywed days. He concludes marital happiness is less a result of a courtship's length than its quality: harmonious courtships tend to presage happy marriages, turbulent ones foreshadow problems. He found that the closer a couple's courtship is to the average length of two years, four months, the more successful their marriage will be. Couples very quick or very slow to wed are more likely to divorce, though those who married in a whirlwind tended to remain married longer, which he attributes to the fact that they start off on such an emotional high they're reluctant to give it up. Those with more drawn out courtships often hope marriage will improve their relationship, when it doesn't, they quickly conclude it isn't going to work.

Tessina says she has seen successful marriages after quick courtships: "It can work, if both people are really committed to build-



JILLIAN HARRIS met Ed Swiderski on *The Bachelorette*. They plan to wed within the year.

ROGER WONG/INFPHOTO.COM



ing a life together, and not just to 'being happy' or getting their own individual needs met," she says. Still, she tells couples to slow down and discuss the serious issues. "They can find out pretty quickly if they have enough shared values."

That's the advice Emily Yoffe gives as "Prudence." "My reaction is 'What's the rush?' " she says. "Wait at least a year—you'll go through the seasons, you'll have had the holiday issues. Also, you'll want to have your first fight. Sometimes it takes quite a while for masks to drop."

Yet she made the marital leap almost as quickly as Bruni and Sarkozy did, she married *Washington Post* writer John Mintz in 1994 within four months of meeting him. She was 38, had never married, and was living in Los Angeles. Mintz was a 41-year-old widower, living in Washington. Their circles overlapped. Yoffe had lived in Washington and they had mutual friends. Yoffe had dated one of Mintz's friends in L.A. When he told her about Mintz's devotion to his wife during her long illness she was impressed. She didn't know at the time that the friend was turning to Mintz for advice when the relationship began to falter. Mintz, who'd been widowed and single for five years, found himself becoming intrigued by Yoffe. "After a while, John was thinking to himself, 'I have a conflict of interest here: she sounds perfect for me,' " Yoffe says with a laugh. When Yoffe and the friend stopped seeing one another, Mintz called her. After several conversations, he concocted a reason to visit L.A. for business. Yoffe recalls telling her mother that she wasn't sure she wanted to move back to Washington. "My mother said, 'What are you talking about? You haven't even gone out with him yet!' But she didn't understand what this was about, that the stakes were high," she says.

Their maturity was a benefit, Yoffe believes. "We just knew. But we knew in a way that had I been 24 I wouldn't have known." They also knew the attraction was more than lust: "We couldn't stop talking. It's one thing if you can't stop the other 'n-n-g'; that's great but it burns out fast."

Yoffe speaks of the easy comfort and calm many quick-to-marry couples experience, what some refer to as "being home," absent the common "Will he call me?" dating angst. "We were able to read one another and realize we're not on first-date best behaviour. We got each other's jokes. I felt he got me, I got him." Six weeks later, standing in the dairy section of a Washington supermarket, they decided to marry. "For us there was a rush," she says. "We wanted to try to have kids. The clock was ticking." Today, the couple are the happily married parents of a 13-year-old daughter.

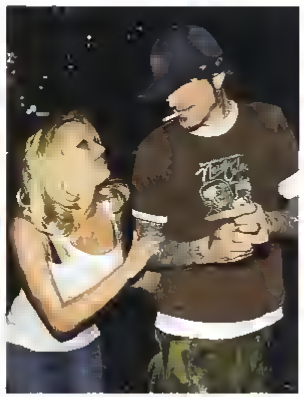
Older couples often know what they need from a partner, says Tessina, which can help them figure out more quickly if their relationship will succeed, though not always. "Some just repeat the same old mistakes." What counts more, she says, is "emotional maturity."

Yet having the clock ticking literally can spur couples on, as was the case with 61-year-old Shirley Griff, a real estate agent in Thorold, Ont., who married Bill Coates, also 61, in November 2007, six months to the day after they met through an online dating site. Griff's 30-year marriage ended in 2002. Coates, a professional stamp collector, was divorced after a 24-year marriage. They met for lunch at one o'clock. Griff recalls tearing herself away at 4:15 for a 4:30 appointment. "We just spent so much time together and have so much in common," she says. "We're two days apart in age. We're both Pisces." His devotion to his mother impressed her. "To me that's a sign he's going to be appreciative of you as well." He also clicked with her two adult children, who teased her about the suddenness of the wedding, she says, which in part was spurred by their desire that Coates's 92-year-old mother be there. "My daughter asked me, 'Are you pregnant, Mom?' "

Waiting didn't make sense, Griff says. "It didn't seem it would prove anything to us, like it would be any different."

Such is the logic from inside the whirlwind courtship. Outside it's another matter. Asked what he'd say to his children if they announced they were marrying someone they had known for a matter of weeks, the happily married David Peterson is adamant: "I'd tell them they were crazy." M

THERE WAS TEASING OVER THE RUSH. 'MY DAUGHTER ASKED ME, "ARE YOU PREGNANT, MOM?"'



NICOLAS SARKOZY and Carla Bruni (top), Pamela Anderson and Tommy Lee (below)

CHRISTIAN HARTMANN/REUTERS
CARLO ALLEGRI/GETTY IMAGES
JOHN WOODS/CP



INDIA, WHEN MONKEYS GO BAD

As humans encroach on India's forests, monkeys that call the trees home are encroaching right back. Primates in the country's Punjab region are becoming serious pests as they migrate into urban areas, they steal food, destroy property and even attack people. So the state government is taking action. It plans to open a school for delinquent monkeys, where officials hope that up to 100 primates at a time can be trained to become less aggressive.

Forget an A, here's $20

Many native reserves now pay kids to go to school. Is it working?

BY KATIE ENGELHART • There are a lot of explanations out there for why Canada's First Nations students are still so far behind. With on-reserve graduation rates hovering around 30 per cent, according to the Assembly of First Nations, Aboriginals are less than half as likely as other Canadians to crown their teenage years with a high school degree. Many say the crux of the problem is chronic underfunding of First Nations schools—rooted in a federal funding formula that dates back to the 1980s. Others admonish lousy on-reserve teaching and poor communication with provincial schools. Still more find blame in dated technology, or ethnically biased curriculum, or cultural attitudes on reserves that undervalue formal education.

But while the ideological debate rages, some First Nations have taken matters into their own hands. Their solution: pay students to go school. Honey Powless, of Ontario's Six Nations, graduated in 2007 and recalls cashing in every semester at Hagersville Secondary. Her school's incentive scheme operated on a sliding scale; First Nations students were rewarded different amounts of money, depending on how good their attendance was. "Kids were really looking at that," she says. "It really helped us through." The 19-year-old says she usually earned the maximum payment: $150 a semester—money she spent on her cellphone bill.

Other native communities across Canada have developed their own formulas. Ontario's Pwi-Di-Goo-Zing Ne-Yaa-Zhing First Nation gives $500 to the high school student with the best attendance record. The Garden Hill First Nation in Manitoba offers $50 a month to anyone with perfect attendance. The Seventh Generation Club, an organization in B.C., rewards First Nations students who attend at least 95 per cent of their classes.

And across the board, the reports are the same: payoffs work. Chief David Harper of Garden Hill, for example, was moved to start his program in 2004 after learning that only one student on his reserve had an untarnished attendance record. Feeling desperate, he offered anyone who achieved a year of perfect attendance $1,000. He expected, at most, a dozen. "100 per centers." By 2006, he had 46. "So we had to come up with $46,000," he explained. "But, you know, it was worth it."

Schools like Harper's have their pick of models to draw on. Countries like Ecuador and the Philippines use "conditional cash transfer programs" to reward poor families that send their children to school regularly. In Australia, a government pilot links some Aboriginal families' welfare payments to children's attendance. Closer to home, Chicago students were lured to school with iPods and computers—while their parents were enteted into draws to win free groceries, or even rent payments, when their kids attended class.

Many of Canada's First Nations focus solely on attendance. "It's not just those who are getting the big marks," says Holly Charyna, who ran the Ontario Temagami First Nation's incentive plan. "Because then it's always slanted to those who are the big brains." And many offer incremental awards, throughout a student's years of schooling, instead of a one-time prize at graduation. Perhaps most importantly, the schemes aren't part of provincial or federal programs, but fruits of independent, community-level initiative. The Temagami First Nation, for example, funds its program with money from Casino Rama revenues. In Garden Hill, a partnership with Perimeter Aviation provides the funds.

Tom Loveless, Senior Fellow at the Brookings Institution, has tracked the issue of incentives. He cautions that while many schools report positive results, their claims are based on anecdotal evidence. "Schools say, yes, we implemented this policy and our attendance improved," he says. "But these are not scientific studies." Indeed, despite laudatory reports from school officials, incentive schemes don't always translate into higher graduation rates. Deneen Montour, native adviser for Ontario's Grand Erie District School Board, admits that her board's pass rate has been relatively stagnant in recent years. And Holly Charyna estimates that, despite generous incentives, the Temagami First Nation is only in tune with the national average when it comes to First Nations drop-out rates.

There are also philosophical critiques, the most popular being that putting a price tag on school destroys a child's love of learning. Critics also charge that it amounts to bribing kids to do what they should be doing anyway. But Canada's reality is that about 70 per cent of on-reserve First Nations students never complete high school. That merits attention, and, indeed, Indian and Northern Affairs Canada has pledged a whopping $268 million over five years toward First Nations education. Perhaps now, more of this money will end up directly in students' pockets. M



INCENTIVES schemes are also being tried in Ecuador, the Philippines and Australia



SMOKE 'EM IF YOU GOT 'EM

After finding a cigarette and a lighter in her star student's locker, a Malaysian teacher forced the 16-year-old boy to smoke 42 cigarettes—sometimes four at a time—over two hours. The punishment was witnessed by other teachers and students at the school in the northern island of Langkawi, the *New Straits Times* reported. The school has since apologized to the boy's uncle, who filed a police report after hearing of the disciplinary tactic.

tv
The Emmys fight back
P.51

books
A new kind of thesaurus
P.52

bazaar
'Fury' chopper pretty tame
P.53

media
A treasure chest of comics
P.54

help
How to stop dieting
P.55

steyn
Budd Schulberg
P.56

ISTOCK PHOTOGRAPH BY KEVIN R. TYLER
PHOTO ILLUSTRATION BY ALANA CHOLEWA

Fresh fruit, veg and paranoia



Personality conflicts at farmers' markets aren't that unusual, says one expert, but even he admits Calgary's are 'on a different scale' BY NICHOLAS KÖHLER

taste

In late July 2008, Antonio Souto, a B.C. fresh produce broker, drove out to Charnapal "Paul" Sandhu's orchard in Osoyoos, B.C., just north of the U.S. border, "with a view," as he puts it in an affidavit filed at the Court of Queen's Bench in Calgary, "to purchasing an order of nectarines." In terms that can sound almost Biblical, Souto continues: "I saw that the nectarines on the trees at Mr. Sandhu's orchard were ripe and so purchased from Mr. Sandhu 119 18-lb. cases." Affirms Sandhu in his own affidavit: "I did personally pick, sort, and pack these nectarines." Upon buying the fruit, Souto goes on, "I went directly to Calgary. I then sold a number of these subject nectarines to Ms. Sharla Dube."

Nectarines, a species of fuzzless peach, aren't the standard stuff of litigation. But such were the tensions at the Calgary Farmers' Market last fall that Dube, owner of the Cherry Pit fruit stand, filed suit against Calgary Farmers' Market NGC Inc., the market's general manager, the six members of the market's board of directors, and two of her competitors (fruit and veg stalls owned by two of those very directors).

At issue was the market's allegation that Dube's nectarines last July were not Canadian but sourced from the U.S. (vendors are permitted to sell American produce but must seek the permission of management first). The "shape, size, consistency, colour, smell, and flavour" of Dube's nectarines, wrote the market's then-general manager, Darrell Komick, were not consistent with B.C. nectarines, which at the time were rare, smaller and "the shapes irregular." Therefore, the market fined Dube $10,000 and briefly suspended her stall. In turn, Dube amassed considerable evidence that the nectarines were indeed B.C.-grown, sought the return of the $10,000, compensation for lost revenue and damages of at least $100,000.

The lawsuit, later settled (Dube has since been elected a board director herself), was just the first in a string of indications that all is not well at the non-profit Calgary Farmers' Market, one of the most successful year-round markets in North America. Dube alleged that the defendants named in her suit "abused their position of power and acted in bad faith and with extreme malice," all with the motivation of giving her competitors an "unfair" advantage. She further charged that the market had "harassed and targeted" her "for years for minor infractions" with the hopes that she would "simply leave the market altogether." (Neither Dube nor market board president Rod Bradshaw would discuss the lawsuit.)

If such intrigue, real or imagined, doesn't jive with the image of farmers' markets as cornucopias of goodwill—edens of green, slow food solidarity—then prepare to have your sensibilities bruised. "Farmers' markets are notoriously difficult to run," says one vendor at the market. "I've been in this business a long time, at different farmers' markets, and there's been trouble at every single one." (In speaking to *Maclean's*, market vendors requested anonymity, citing fears of possible repercussions and even suggesting the market has fined those who talk to media; Bradshaw denies this.)

When a farmers' market in Duncan, B.C., devolved into two warring factions in 2002, the rhetoric included words like "betrayal" and "traitor." "I'm not going to comment on legal threats," the head of one of the duelling markets was compelled to tell a reporter. "The farmers don't like the crafters," said a man on the wrong side of the farmer-crafter divide last year after a Virginia market became so successful that it outgrew its lodgings, creating a run for space. In Greensboro, N.C., disagreement over what constitutes a farmers' market prompted a proprietor of Goat Lady Dairy to fear that "the integrity of the local farmers' market is being breached."

While such schisms don't usually go public, it's widely acknowledged that markets are hothouses of character-driven drama. "Vendors are a different breed," says one. "There's a reason why they're at farmers' markets and not in a mall: they just don't comply with rules very well." Though he says flare-ups are rare, Mark Bomford, program coordinator at the Centre for Sustainable Food Systems at UBC Farm, describes vendors as "innovators" who "aren't in it for the money—they're in it for a very strong value set and strong vision. Many wouldn't want to compromise those strong values."

The consequent political brew can be overwhelming, says Bradshaw. "Some days I feel everybody should be chained in their boxes when the day opens," he says. "The politics are on some days ridiculous. I'm glad that I'm not there on a day-to-day basis." Indeed, the situation at the Calgary Farmers' Market

taste

is extreme It is in many ways a victim of its own success Bradshaw estimates it sees 1 2 million customers a year and generates $50 million annually That's a major contribution to what's already a fast-growing food retail sector farmers' markets now generate $1 billion in annual sales in Canada and more than $3 billion in economic impact, according to a recent Farmers' Markets Canada report

Despite those numbers, it's been a rough 12 months for the Calgary market Konuck, the former general manager, was mysteriously let go in May after the board elected not to renew his contract Last fall, the market, located since 2004 in an aircraft hangar at a defunct military base, failed to convince Canada Lands Co , which owns the property, to keep it as part of a new development planned for the area. Though it must vacate the hangar by November 2010, board directors only told the bulk of vendors where the market will reopen a few weeks ago (a location in an industrial area next to a shooting range) The vendors still don't know how much money they'll be required to pony up for the new digs, or even if they'll all be invited (Bradshaw says everyone will) "It really almost couldn't have been more secretive," says one vendor "As a result of that secrecy, we're probably not moving to the new market"

At the same time, a series of exposes published by Calgary's *Fast Forward Weekly* quoted unnamed vendors accusing the board of intimidation—strong arm tactics that in many ways echo the complaints in Dube's lawsuit Some charged that the market's bylaws—dictating the height of display tables, the use of hot plates—are arbitrarily enforced to punish disobedience or push out unwanted vendors "It sounds really nasty and it is," one vendor told *Maclean's* (Bradshaw maintains that the bylaws are consistently enforced and that recent surveys of vendors suggest the complaints are coming from a small minority)

In an apparent bid to staunch the flow of bad press, management confiscated copies of *Fast Forward Weekly* from the market floor after it published "Fear and loathing at the Calgary Farmers' Market," a particularly damning piece. "Why would we want to distribute information that is not in the best light?" Jack Habina, a board director, asked a *Fast Forward Weekly* reporter (Habina and others dispute many of the allegations in the *Fast Forward Weekly* articles.) "We pulled their papers—we felt that they were not being objective," Bradshaw told *Maclean's* "There's nothing wrong with criticism if it has justification " The optics were dismal "Smile! The Calgary Farmers' Market board is watching," ran a subsequent *Fast Forward Weekly* headline.

But while personality conflicts at markets aren't "terribly unusual," says Vance Corum, the Vancouver, Wash based author of *The New Farmers' Market: Farm Fresh Ideas for Producers, Managers & Communities*, Calgary is "on a different scale because of the fact that they're doing tens of millions of dollars of volume. It's this interesting question in order to be bigger, do you need to get messy?"



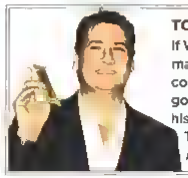
That growth, especially in harsh climates like Calgary's, typically depends on resellers who, like Dube, purchase produce from brokers Corum argues that much of the trouble that arises at year-round markets like Calgary's is caused by the friction between these resellers and the farmer vendors who actually raise what they sell "A reseller can generally out-price or lowball a producer," says Corum "Where resellers and hucksters and peddlers infiltrate these markets in an attempt to take them over," says Farmers' Markets Canada president Robert Chorney, "you want to bet they're a very negative force " Chef Wade Sirois, co-owner of Forage and Infuse Catering and one of the Calgary market's major buyers, estimates resellers there have "30 to 40 per cent of the space—all the prime spots along the front."

The stakes are enormous. Vendors at the Calgary market can do hundreds of thousands of dollars a year in business (in her lawsuit, Dube claimed $15,000 a week in lost sales due to her suspension) For others—in particular, farmer-vendors—the market is their one precarious hold on making a living That may account for much of the high dudgeon in Calgary. For the typical farmer vendor, says Bomford, "you are dealing with very, very tight margins financially."

Nor is argy-bargy anything new for the Calgary market, which in some ways was born of disagreement Earlier this decade, a conflict between vendors at the Blackfoot Market and a landlord led some vendors to bulldoze the shacks and other buildings they'd erected to sell their goods, rather than see them fall into the hands of the leaseholder What happened next led to the Calgary Farmers' Market's subsequent boom—and arguably to much of its backbiting

In the beginning, 27 vendors pooled more than $200,000 to transform a hangar into a successful market. Those 27 ultimately became members of the market, enjoying full voting rights (a number that's since slipped to 25)—a sort of fruit and veg oligarchy Another 60 or so vendors have no voting rights, leaving them at the mercy of the few The consequent frustration may well have led to the escape valve of those *Fast Forward* reports

Bradshaw makes no apologies. "He who pays calls the tune," he says. Sirois wonders if farmers' markets shouldn't be held to a different standard "Only 25 of the vendors in there actually have a say—the others are informed on a need to know basis," he says "As a shopper, I hear how that negatively affects some of the vendors What I think as a shopper is, what am I supporting when I'm doing this?" M



TODAY'S SPECIAL... WISPA GOLD CHOCOLATE BAR

If Willy Wonka was making chocolate for billionaires he might have made this For $1,740, a special edition Wispa Gold chocolate bar comes wrapped in an edible gold leaf sheet and is packaged in a gold leaf wrapper Upon purchase, singer Tony Hadley, known for his hit single *Gold*, will hand deliver the bar to Selfridges in London The pricey confection is set to enter the *Guinness Book of World Records* under 'world's most expensive chocolate bar.'

ROGER DIXON/GETTY



CABLE SHOWS like *Mad Men* (left) will be shunned from on-air festivities at the Emmys, leaving room for network shows like *30 Rock*

REUTERS ISTOCK KORAL PHOTO ILLUSTRATION BY ADAM CHOLEWA

Why the Emmys hate 'Mad Men'

The producers are tired of seeing awards for shows that mainstream viewers don't watch

BY JAIME J. WEINMAN • The people who run the Emmy Awards have learned an important lesson. If you're going to do something for crass commercial reasons, don't admit it The U.S Academy of Television Arts and Sciences announced recently that when the annual TV industry awards are presented on Sept. 20, several major prizes will be pre taped, only clips of the acceptance speeches will be shown on the live broadcast. In itself, this strategy might have produced only some angry grumbles But Emmy producer Don Mischer made the mistake of telling the Television Critics' Association why these moments were pulled from the main show: they honour "shows that mainstream viewers did not know and were not interested in" In other words, since industry professionals vote to nominate unpopular shows, the Emmys will ignore them and focus on something else

The awards that have been removed from prime time are all dominated by little-watched cable shows that Mischer called "niche shows." The prizes for TV movies and miniseries are dominated by HBO productions, like last year's big winner *John Adams*, so these awards have been "time shifted " The broadcast will also cut the award for best writing in a drama, a category dominated by AMC's *Mad Men*, but keep the full presentation of the prize for comedy writing, presumably because the likely winner is NBC's *30 Rock* The time that would normally be used for the writers of *Mad Men* or the producers of *Generation Kill* will instead be used for clips of popular but non-nominated network shows like *American Idol* Like the Oscars, which expanded the Best Picture category to 10 films in hopes of getting some actual hits nominated, the Emmys are desperate to get some mainstream entertainment into the mix

What Mischer and Academy president John Shaffner may not have anticipated is that they would offend everyone in Hollywood, including those whose shows are not affected by the time-shifting Writers saw the decision on drama writing as a snub against, as writer Ken Levine put it (at *kenlevine.blogspot.com*), "the only winners who can really put three sentences together." Many showrunners signed a petition protesting the removal of these awards, while the directors' and writers' unions warned that they might retaliate by refusing to allow TV clips to be used on the show for free Even Angela Bromstad, the new head of NBC, took the writers' side ("this is a writers' medium," she told critics), thereby potentially encouraging disgruntled writers to take their ideas to her struggling network A decision that was supposed to make the Emmys more popular has made them unpopular across the board

The irony here is that Mischer may have raised a legitimate point, but for different reasons than he thinks In recent years it has sometimes seemed that bad cable shows get preference over good network productions This year, *Damages* and *Dexter* both got Best Drama nominations, despite disappointing seasons, and though network sitcoms with live audiences are making a creative comeback, shows like *The Big Bang Theory* got left out of the Best Comedy category to make room for weak years from *Entourage* and *Flight of the Conchords*

There have been signs of resurgence in network shows and stagnation in cable, especially on HBO But in demanding that the Emmys honour popular shows for their own sake—not because they're good, but simply because they're familiar—Mischer may have set back his own cause by suggesting a sort of affirmative action for mainstream television *NCIS* or *Bones* are both arguably better shows than *Dexter* at this point, but no one is going to nominate them just because it helps the Emmy ratings

The final irony is that this might not even help the ratings Last year's Emmys tried a similar experiment by hiring reality TV stars to host, and the result was one of the lowest rated Emmys ever And this year could be even worse if Hollywood turns against the show altogether, producers have been unable to stop the anger, even though host Neil Patrick Harris insisted the plan is merely to "edit down the standing and the hugging."

Fortunately, there's a solution on the horizon when TV critic Alan Sepinwall asked Mischer whether all the awards might someday be time shifted and edited, he was told "that might be the way of the future " If that happens, no one will be able to complain that popular and unpopular shows aren't being treated equally M



ACCORDING TO TV — THE BEER SUMMIT

"To ease tensions Obama has invited professor Gates and the officer who arrested him to join him for a beer at the White House And if that works out, Obama's going to have Ahmadinejad and Netanyahu over for Jägerbombs "—Conan O Brien

"Big beer fest at the White House And today, Obama sent Vice-President Biden on an emergency goodwill mission for pretzels, so that will be good "—David Letterman



BY HAVING SYNONYMS listed chronologically, the reeder gets to see how terms for e word like "kissing" developed through centuries



WEEKEND OUTLAW for $16,000, or nearly $8,000 less then the Herley-Devidson equivelent, the Fury steers circles eround its brethren

And it only took them 40 years

The 'Historical Thesaurus of the Oxford English Dictionary' is finally being published

BY PHILIPPE GOHIER • Christian Kay's work on the *Historical Thesaurus of the Oxford English Dictionary* started out as inauspiciously as most careers do "I just wanted a job, to be quite honest," she says, "and this sounded interesting" Little did she know she was embarking on a more-than-40 year jour ney that would have her combing the depths of the English language

Kay, who's now a professor of English at the University of Glasgow, joined the *Histor ical Thesaurus* project as a research assistant in 1969 Though she would eventually become one of the work's chief editors, she was initially charged with the painstaking work of tran scribing almost every single word in the *Oxford English Dictionary*—from Old English to its modern incarnation—onto little slips of paper Each word was then grouped with others shar ing simular meanings according to an elabor ate classification system. But in a significant departure from the tradmonal thesaurus, Kay and her fellow researchers sought out every word ever used to express a specific concept and listed them chtonologically The syno nyms range from the archaic to the modern to the downright bizarre.

Take the word "trousers" Thanks to the prudery of 19th-century Victorian England, English is blessed with several odd euphem isms for pants, from "unmagmables" to "unwhisperables" and "never-mention-ems." In a similarly austere vein, the 17th century saw the introduction of "lip-labour" and "lip work" as synonyms for kissing

The story behind the *Historical Thesaurus* itself is almost as compelling as the story it tells about the English language The project started out as the brainchild of Michael Sam uels, then a professor of Englhsh at the Uni versity of Glasgow, who announced its cre ation at a meeting of the Philological Society in 1964 Armed with a small staff of local scholars and visiting academics, Samuels got the project undet way a year leter

From the outset—and throughoutits 40-plus-year gestation—the *Historical Thesaurus* drifted from financial crisis to financial crisis, with Kay always on the lookout for new sources of funding "I don't think anybody would start doing something like this nowadays," she says, "because you have to go on and on and on raising relatively small amounts of money just to keep the thing going" Still, funding issues were relatively mundane com pared to the other obstacles the *Thesaurus*'s creators faced.

By 1978, the team had collected thousands upon thousands of slips, tucking each of them away in banks of filing cabinets When a fire ripped through the staff's offices, it at first seemed that more than a decade's worth of work had vanished along with everything else in the building Luckily, the slips had been stored in metal cabinets They survived the blaze, but the fire could very well have sounded the death knell fot the ambitious project "It would have been very difficult, I think, to jus tify starting all over agam," Kay says From that point on, staffers were required to pro duce the slips in triplicate One copy was sent off to London while another was kept at the University of Glasgow's archives

Two years after the fire, the editors were on the verge of declaring the project complete when Oxford University Press decided to pub lish a second edition of its authoritative dic tionary, effectively adding new words to the English language The *Historical Thesaurus*'s authors knew perhaps better than anyone that language is constantly evolving However, expanding the work's scope would add nearly 30 years to the project and leave its contribu tors sometimes feeling like they were chasing a mirage "One problem with trying to describe a language is that you always come out with a static photograph of a moving object," says Brock University s Angus Somerville, who, along with Royal Roads University's Thomas Chase, was one of two Canadians to work on the project "The *Thesaurus* is, in a way, an attempt to show the movement"

Kay and her team of contributors ended up filing their last slip of papet just a few months ago The word it contained? Thesaurus. "It rounded things off," Kay says She still hasn't seen a copy of the two-volume, 4,500-page colossus that consumed the last 40 years of her life But when it's finally released this Nov ember, Somerville expects the *Historical The saurus*, the only one of its kind for any lan guage, to "revolutionize textual analysis" That said, if Kay is any example, it won't likely be as useful a tool for more prosaic pursuits "I still can't do crossword puzzles," she says M



FINALLY, A BOOK ABOUT... THE YOUNGEST KILLER

When 12-year-old honour-roll student J R , known online as Runawey Devil, took part in the 2006 slaying of her family in Medicine Hat, Alta , she became Canada's youngest multiple killer *Runewey Devil* (McClelland & Stewert), e detailed reconstruction of the cese by *Calgery Hereld* reporters Robert Remington end Sherri Zickefoose tackles the question of who—J R or her 23-yeer-old boyfriend—was the puppet end who was the puppet master

ROGER VIOLLET COLLECTION/GETTY IMAGES (LIPSTICK); ROBERT LAUREN CATTERMOLE PHOTOGRAPH BY ROGER LEMOYNE

Booting the outlaw off the chopper

Honda's new Fury may look badass but it's about as sensible as a chopper can be

BY MARTIN PATRIQUIN • They have long been proud symbols of filth and freedom, chromed-out American nightmares, phallic anarchy barely contained between one's legs With a simple conversion—take a motorcycle, lower it, yank out the front fork and affix e pair of comically large handlebars—you have a chopper, a freaky and dangerous caricature of the motorcycle begetting it Choppers are unruly by design those ape-hanger handle bars have the effect of crucifying the rider on his bike, turning his body into a giant sail in the oncoming wind and putting the brakes practically out of reach—*if* there are any brakes to begin with

For this reason, choppers were long an anomaly reserved for those fatalistic or stu pid enough to push their luck that much fur ther. Often built by the riders themselves, choppers were stripped down, brutally loud and, above all, American, I'd rather have a sister in the whorehouse, the old saying goes, than a brother on a Honda

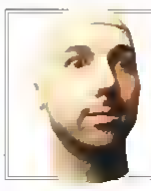
If this is true there will be many disappointed brothers on the road Honda recently intro duced the Fury, the world's first production chopper At first blush, it looks certifiably outlaw the front fork is properly bent out, its seat is lowered, its rear tire is as wide as a cof fin The Fury's exhaust pipes bolt out from its undercarriage like twin Howitzers, and its huge 1,300-cu.-cm engine makes a mockery of the speed limit in second gear

For all of the Fury's presumed anarchy, though, the decision to mass produce a chop per is a characteristically canny decision on the part of the Japanese motor company Thanks largely to television shows like *Amer ican Chopper* and *Motorcycle Mania*, chop pers have been co-opted into the mainstream—much like outlaw culture itself The once rebellious act of turning one's motorcycle into a rolling bomb has become big business West Coast Choppers, owned by tattooed millionaire Jesse James and the subject of Discovery Channel's *Motorcycle Mania*, sells bikes from $85,000 up to $300,000. Don't have that kind of money? Fake it with a seven dollar West Coast Choppers T-shirt, available at Walmart

The Fury is Honda's attempt to bting this weekend outlaw market to the masses "We saw the interest was there and decided to make a chopper that works," says Honda Caneda's Kimbetly Moore Practically speak ing, it certainly does For $16,000, or nearly $8,000 less than the rough Harley Davidson equivalent, the Fury steers circles around its unwashed brethren, thanks to drastically lowered handle bars The engine is fuel injected (no messy carburetors here) and liquid cooled, so it starts reliably and won't overheat The speedometer glows a helpful shade of red in the dark, while a tev limiter prevents riders from going *too* crazy, lest they blow a piston. Not only does it have proper brakes next year, the Fury will come standard with ABS

It may look badass, but the Fury is about as sensible as a chopper can be, which is part of the problem. Everything about the bike, right down to its name, bleeds faux outlaw conceit The stylized Fury logo looks like it's trying really hard to look mean, it wouldn't look out of place on the bicep of some roided out weightlifter, just above the barbed wire tattoo "Compromise Nothing" is the Fury's tagline, yet anyone with a yen for choppers will find plenty of compromises Those nasty-looking exhaust pipes? They actually mute what should be Honda's fury. the unholy noise of a very big V-twin engine A shaft drive powers the rear wheel, depriving the rider of the chatter and clang of a more traditional chain Nothing rattles or bangs or smokes unpredictably The biggest infraction, how evet, is the Fury's "chrome" More than any thing else, chrome is what makes a chopper it is gawked at, fussed over, polished to a high sheen before a rider even thinks of going out to murder the highway And a wrap of the knuckles on the Fury's piston heads confirms it cheap, shiny plastic There it is again on the air filter covet and all over the engine block Yikes

Real outlaws don't exist anymore, they're just aped on reality TV He starred in *Easy Rider* long ago, now Jack Nicholson is the go to rated G ornery but irrepressible old man. Evel Knevel is dead and the Hells Angels are in jail. Similarly, choppers were once built in dark, oily places Now they are mass pro duced on an assembly line in Kumamoto, Japan The Honda-fication of the chopper is upon us, and we are all safet for it Safet, if a little less exciting M

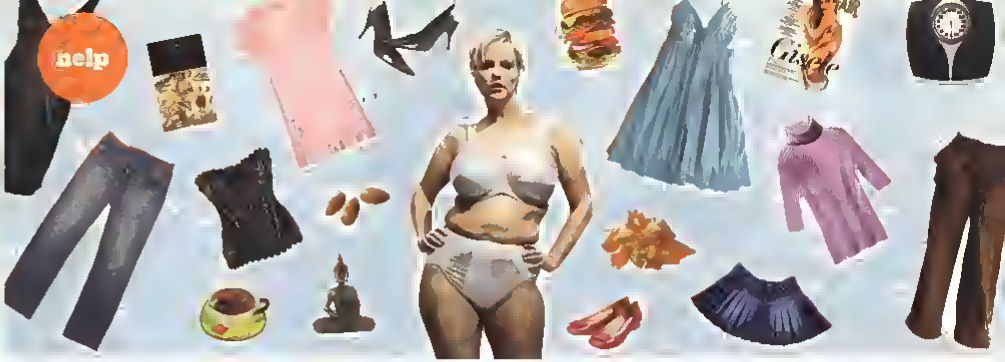


WHAT THEY GOT FOR IT — CUSTOMIZED URNS

For about $2,800, you can commission an urn customized to re semble your deerly departed Thanks to "edvances in fecial analy sis" and "stete-of-the-ert 3-D imeging," the urns can be tailored to resemble anyone (The company will even digitelly edd heir or a wig can be purchesed.) Full-sized urns, which can hold all the eshes of an edult, are available, for those who wish to keep just some of the ashes, keepseke-sized urns are for sele too



MICHEL CHOQUETTE in 1976 with a one-off prototype of his collection, which he used to generate publishing interest in the project



'WEAR FIT CLOTHES, not fat clothes,' advises the author of *101 Things to Do Before You Diet*, who says confidence and common sense are key

Pierre Trudeau as a comics writer?

It's the greatest comics collection of all time: even the former PM wanted to contribute

BY BRIAN BETHUNE • The oh-so-'60s tale of Michel Choquette and *The Someday Funnies*—the monumental comics collection that never happened (yet)—is one of the fabled hangovers of the 20th century's most culturally tumultuous decade. For seven years in the 1970s Choquette, an exceedingly well connected young Quebecer—Pierre Trudeau was a family friend—roamed the world on publishers' advances and his own dime, gathering material for nothing less than a history of the previous decade in graphics form.

By the time he packed it in at Christmas 1977, with the last publishing possibility up in smoke, Choquette had material—the majority of it written and drawn by the same artist, but some a collaborative effort—from 200 people, most of them comics icons like Jack Kirby, but also including such figures as Federico Fellini, Frank Zappa and Pierre Berton. Exhausted, $300,000 in debt and with almost none of the contributors yet paid the $100 on offer, Choquette went home to Montreal, leaving the artwork in London and New York. Small wonder that Bob Levin, a San Francisco lawyer and comics aficionado who spent two years working with Choquette for a story (with samples of the art) in the August edition of *The Comics Journal*, calls *The Someday Funnies*, "the loudest of all never-were's."

Contributors riffed on everything from Vietnam and the Berlin Wall to Mary Quant and the pill. Keeping them on target was like herding cats. The mainstream illustrators weren't used to working without a script, while the underground artists refused to commit to specific topics. Artists had their own, peculiarly unique, obsessions about the '60s: novelist and noted drug abuser William Burroughs contributed a script on electric brain stimulation. Europeans had ideas about which '60s figures (Alexander Dubcek) and events (France gets the A-bomb) were important, ideas not always shared by North Americans. And artists of every nationality kept changing their minds. "Almost none did what at first they thought they might, or what I suggested to them," Choquette, now 71 and teaching scriptwriting at Montreal's McGill and Concordia universities, told *Maclean's*. Or they all had the same idea. "Everyone wanted to do the Kennedy assassination. I had to keep saying, 'I've got that, I've got that.'"

Canadians may have missed out on Pierre Trudeau's debut as a comics writer. In 1974, Michel and his sister Danielle were dining with Pierre and Maggie at 24 Sussex Drive when, Choquette recalls, the prime minister asked him how his book was going. "I, or perhaps Margaret or my sister—I don't remember—said, 'You should do something for it.' And he came up with 'Happenings' as a possible theme. I would have assigned him an illustrator, but whether he was at all serious or whether it was just to show us all how *au courant* he was, I don't know." Even if Trudeau had been serious, Choquette reasons, he would have declined in the end, there being no political upside to being associated with "quasi-porno underground art."

But managing the artists was pure fun compared to the pursuit of publication. The project began life in late 1970 as Jann Wenner's idea for a 16-page piece for *Rolling Stone*. When Wenner dropped out, Choquette turned to book publishers. A deal with Harper was nixed by the publisher's marketing department (comics were for kids), so too with Penguin. He tried to line up European co-publishers, but that required him to keep finding new contributors a French publisher would sign on if more French artists were on board, that would force Choquette to find yet another co-publisher, an Italian, say, who would then demand more Italians. Essentially, Choquette was on an endless hamster wheel, forever spending more to find new artists and partners. And never quite getting there.

Since the turn of the millennium, Choquette had watched the burgeoning popularity of all things graphic, wondering if his time had come. One problem stood in the way of a relaunch: the prospect of an irruption of enraged unpaid artists demanding their $100 or, worse, their art back. But so far, so good. *The Comics Journal* contacted dozens of artists (or their estates) for permission to reproduce the artwork in its story, and found "nearly boundless patience and good will." Choquette has many more permissions to hunt down, but it looks like someday for the *The Someday Funnies* has arrived. Major publishers and, this time, their marketers, are interested. It may well see print by late 2010, tying off one last loose '60s thread. M



STOP THE PRESSES | **ARTIST IMPERSONATOR**

"An interview purporting to be with Banksy in last Saturday's *Guide* was. It transpires, conducted with someone impersonating the graffiti artist. We apologize to Banksy for this error and for any offence and inconvenience caused."—The *Guardian* newspaper, apologizing for an interview that mentioned the fake Banksy's ambition to paint a "giant comedy" penis on the walls of the *Guide*, if he ever broke into the newspaper's London offices

JEAN-F RUNEAU GETTY PHOTO ILLUSTRATION BY LAUREN CATTERMOLE

Stop dieting. Invest in a diet dress.

'Looking great isn't only about the weight,' advises the author of a subversive new book

BY ANNE KINGSTON • If only they awarded Nobel Prizes for self-help books, British journalist Mimi Spencer, the author of *101 Things to Do Before You Diet: Because Looking Great Isn't Only About the Weight*, would rightfully be taking her place on stage in Stockholm next year. And if the plentiful tips in her primer are any indication, she'd look like a cover girl—her best features played up, Spanx sucking in her "soft tummy," her posture perfect, her heels slimmingly high, her cheekbones perfectly contoured.

The *Daily Mail* style columnist certainly deserves some kind of award for brilliantly deploying self-help conventions to take on its cash cow: the fad diet book. The fact her "not-a-diet" primer will end up in the diet book section when it arrives in bookstores next month is richly ironic, given its central message that the obsessive focus on diets of the grapefruit and Zone variety is the problem behind yo-yo weight gain, not the solution to it. The first of her 101 things "to do" "Don't read diet books."

Spencer writes in the style of the smart, witty, plugged-in girlfriend encouraging her dowdier pal to become her most fabulous self. "Stop measuring yourself against a warped societal norm, and start enjoying what you've got," she advises.

As an observer of the industry that warps societal norms, Spencer knows her stuff, from the best brands to buy to the healthiest hors d'oeuvres to hoover at cocktail parties (go for the protein). Her "play up the positive, neutralize the negative" dictum to "access your slender self" begins with "shapewear," a subject on which she could write a Ph.D. A saucy corset and properly fitted bra are must-haves. Of the "immense tummy-flattening" power of denim she waxes poetic, devoting pages to asset-enhancing jeans.

"Wear fit clothes, not fat clothes," she counsels. A flattering "diet dress," defined as "the absolute axis of a slim-line life," is her wardrobe staple. There's a difference between an empire line and baby doll, she warns. "An empire needs to be sleek and assured. It does not need to suck its thumb and ask for a lollipop." Fashion is all about illusion and Spencer passes along popular *trompe l'oeil* tricks such as wearing V necks and black shoes with black opaque tights that "make your legs go on for miles." Heels must always be high (but never with ankle straps or round toes, they make legs look stumpy). Her list of clothing no-nos includes quilted jackets, sweater dresses and the turtleneck. "A turtleneck will make you look like a turtle," she writes. "This is bad." Velvet and corduroy thicken the body by adding light, as does shiny fabric. On one point she's especially adamant: no miniskirts after age 39!

On how to drop actual pounds, Spencer quotes the great British comic actor Stephen Fry: "How did I lose the weight? Prepare to be astonished—I ate less food." The wisdom she imparts is so simple it reads like a Zen koan. "Focus on what you eat rather than what you don't eat." That should be fresh, high quality, seasonal fare. But she throws in "miracle foods" (almonds and metabolism-boosting green tea) and "cheats" to lighten the load: substitute olive oil for butter, drink water to feel full, avoid restaurants, don't drink any kind of pop, don't use a tray in a cafeteria (studies show you'll just fill it up), and wrap leftovers in foil—not plastic wrap—so they don't beckon from the fridge.

On the fattening perils of alcohol, Spencer is savvy if you must drink, drink martinis (in moderation) rather than calorie-laden wine, she advises. And her best tip: "Never be hungover or stoned," which is a "fast route to the fast-food joint or fridge."

Her fitness schedule is similarly accessible: start by taking the stairs and walking. More important is shedding body obsession: get involved in a cause, take up a hobby, anything to stop obsessing about your thighs.

101 Things to Do Before You Diet hinges on a truth many self-help books ignore: massive, lasting change requires many small steps, the more you achieve, the more you'll attempt. The book cleverly practises what it preaches: there's just enough insider gossip, celebrity name-dropping and research to make its well-worn advice and common sense seem fresh and newly stylish. How you look has "very little to do with your weight," Spencer concludes, "but it owes everything to your confidence." Luckily for her, there are enough confidence-seeking people who will happily shell out $30 for her book. It's a small price to pay for never going on a diet ever again. M



MOST IMPROVED | **SUSAN BOYLE**

Susan Boyle is leaving her frumpy fashion past behind. The amateur singer shakes off her homely image in *Harper's Bazaar*, donning clothes from designers Michael Kors and J.Crew. Though Boyle has refined her look since her debut on *Britain's Got Talent*, this is her first foray into serious fashion. But there's a limit to how far she'll go. "I would not go in for Botox or anything like that," she says. "What's wrong with looking like Susan Boyle?"



THE UNION MEN in *On The Waterfront* (1954) are 'deaf and dumb' to the evils committed in the name of a bogus working-class solidarity

What made Budd Schulberg run

Cineastes can't acknowledge the power of his work because of a decision he made in 1951



MARK STEYN

In 1939, a 24-year old Budd Schulberg was writing a film called *Winter Carnival*, set at his alma mater, Dartmouth College. The producer Walter Wanger informed him that the screenplay needed work, and they were bringing in Scott Fitzgerald to improve it.

"I thought it was a joke," recalled Schulberg, "like saying, 'Leo Tolstoy.' And I said, 'Scott Fitzgerald—isn't he dead?' "

Not formally. But he was doing his best. And a legendary bender of a weekend in New Hampshire while "researching" the filmended Fitzgerald's participation and, to all intents and purposes, his career.

Budd Schulberg—isn't he dead? I never met the guy but, as the years rolled by, I found myself using some variation of the line with remarkable frequency. not long ago, I happened to be in Mexico at the same time as the columnist Clifford May, who mentioned en passant that he used to rent Budd Schulberg's apartment in Mexico City. Wow! Budd Schulberg is still around? Before that, it was the singer Steve Lawrence, who was discussing the 1960s adaptation of Schulberg's novel *What Makes Sammy Run?* into a Broadway musical written by Ervin Drake, composer of *(When I Was Seventeen) It Was A Very Good Year*. When I was 21, it was a very good year. When I was 35, it was a very good year. And in the song that's pretty much where the good years stopped.

But for Schulberg they continued. when he was 48, when he was 63, when he was 89... Last summer, at the age of 94, he took a bow at the Edinburgh Festival. Nine and a half decades of good years that came to an end this month. If they weren't as good as they might have been, that's because of a decision he made in 1951 to testify before the House Un-American Activities Committee and name eight of his former comrades among the Hollywood Communists. Budd Schulberg—isn't he dead? No, but he might just as well have been, as the decades passed, and the "McCarthy Era" became for the new Hollywood the last good war, the only one in which the "artists" themselves were on the front line.

A few years back, I was at Paramount taking part in some panel discussion, and at one point the subject of "artistic persecution" arose. "When," I scoffed, "was the last time anyone in Hollywood was persecuted?" "The 1950s," snapped the otherwise delightful Lynda Obst, the producer of *Sleepless In Seattle*, who was sitting next to me. I forbore to suggest to Lynda that the Hollywood blacklist was not what most societies would recognize as "persecution"—or, indeed, that the guys doing the persecuting were not the government but the studio suits at Warner Brothers, Universal, et al. No matter. Execs can be forgiven it's strictly business, right? For the Sean Penn/George Clooney generation, what Schulberg and his director Elia Kazan did was an affront to their sense of their own artistic heroism. As the *Boston Globe*'s Thomas Oliphant wrote, Kazan was "a pathetically prototypical rat-fink of the anti-Communist hysteria."

In an ideal world—or if you were making the umpteenth movie on the subject—it would be helpful if the blacklist's "victims" had been a little more accomplished. By contrast, Schulberg, as a writer, and Kazan, as a director, are too talented to be written off as mere snitches and toadies to state power. For one thing, their experience as "rat-finks" produced a true cinematic masterpiece, and a better film than any on their detractors' CVs, post- or pre-blacklist. Schulberg's script for *On The Waterfront* (1954) reads like transcripts from the Congressional hearings: "I just want to ask you some questions about some people you may know", "Stooling is when you rat on your friends," etc. Yet it's not about Communist penetration of the movie business, but organized-crime penetration of the longshoremen's union.

Schulberg and Kazan had hit upon the perfect analogy—for, until Hollywood leftists began demanding that personal loyalty trumps all other considerations, the notion that "ratting" was the ultimate sin was confined mostly to the mob. In Schulberg's screenplay, the union men are "D & D" deaf and dumb to the evils committed in the name of a bogus working-class solidarity. You couldn't find a better parallel to all those "well-intentioned liberals" in the arts who stayed true to the theoretical ideals of Communism no matter how large the mountain of corpses grew. To elevate personal friendship above all is an absurdity, nicely caught in an exchange between Marlon Brando's washed-up prizefighter Terry Malloy and Karl Malden's outraged Catholic priest:

> Brando's signature scene is Schulberg's surest claim to a place in the pantheon

"Johnny Friendly used to take me to ball games when I was a kid."

"Ball games?" says Malden, contemptuously. "Don't make me cry." It profits a man nothing to give his soul for the whole world. But for baseball seats?

They were pretty good seats, too. As a 20-year old Dartmouth student, Schulberg visited the Soviet Union and was shown its artistic glories. He fell in love with the theatre of Vsevolod Meyerhold, Stanislavski's wayward disciple. Meyerhold loved the older stylized dramatic forms—*commedia dell'arte*, pantomime—and refused to confine himself to Socialist Realism. So in 1939 Stalin had him arrested, tortured and his wife murdered. He was shot by firing squad in February 1940.

How about that? Executed over a difference of opinion about a directing style. As "persecution" goes, isn't that a little more thorough than, say, being denied a writing credit on *Hellcats of the Navy*, as happened to Bernard Gordon? More to the point, if it's all about "personal loyalty," then what about the loyalty owed to Meyerhold by all those young American artistic lefties he befriended and inspired? Or is the "personal loyalty" owed not to persons but to the noble cause, in service of which any individual is dispensable? Even today, we continue to draw a distinction between Nazism and Communism—between the bad evil and the good evil, the evil that's philosophically sound, admirably progressive and just ran into one or two problems on the ground, like a great movie idea that went off course in development.

In 1937, Schulberg wrote a short story about an ambitious kid on the make in Hollywood, and then decided to expand it into a novel. Demonstrating the same hands-on approach as Comrade Stalin with Meyerhold, the Communist Party told him to ease up on the Jewishness of the central character, and portray the striking screenwriters more appealingly. Happily, the American Commies lacked the enforcement regime of Uncle Joe. So Schulberg refused, and published *What Makes Sammy Run?* as written. In essence, he broke with the Reds for artistic reasons.

But he learned a broader lesson in the way they operate. The great speech in *On The Waterfront* comes in the back of a cab, as Terry Malloy (Brando) lays out the reasons for his failures, as a boxer and as a man:

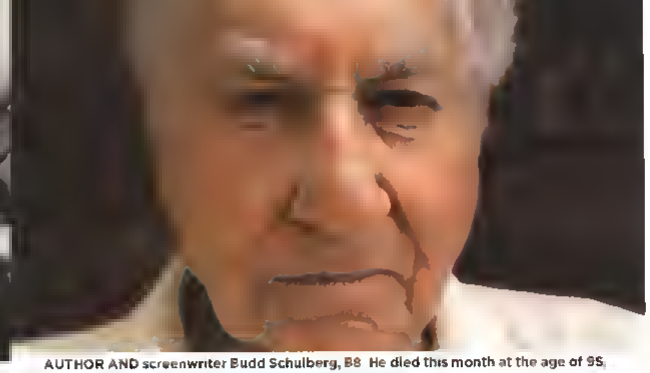
"That skunk we got you for a manager," says his mobster brother Charley (Rod Steiger). "He brought you along too fast."

"It wasn't him, Charley, it was you," Terry replies. "You remember that night in the Garden, you came down to my dressing room and said, 'Kid, this ain't your night. We're going for the price on Wilson.' You remember that? 'This ain't your night!' My night! I coulda taken Wilson apart! So what happens? He gets the title shot outdoors in the ball park—and what do I get? A one way ticket to Palookaville. I coulda had class. I coulda been a contender. I coulda been somebody, instead of a bum, which is what I am..."

It's beautifully muscular prose that achieves a kind of blue collar poetry. It's Brando's signature scene, and Schulberg's surest claim to a place in the pantheon. It's too good not to admire, and yet, even in their acknowledgement of its power, the cineastes can't quite go all the way with Terry Malloy and acknowledge why it's great—as if somehow the Schulberg who wrote one of the best screenplays of its era and the Schulberg who "rat-finked" on the Hollywood Reds are two hermetically sealed entities rather than entirely consistent, the one being the logical consequence of the other.

A few days after Schulberg died, a man called Kenneth Gladney went to congressman Russ Carnahan's "town hall meeting" in St. Louis to protest plans for health care "reform." He was set upon by Democratic enforcers from the Service Employees International Union and so badly beaten that, at the time of writing, he's in a wheelchair. He happens to be black, and the SEIU goons taunted him with racial epithets. But it doesn't matter. He committed the same sin as Terry Malloy or Budd Schulberg. He broke with "his" gang, and must pay the price.

Budd Schulberg was a lifelong liberal, but, unlike most of his comrades, he understood the artist's obligation to live in truth—and he found a terrific way to tell the story. If it's any consolation to his detractors, the studio bosses who enforced the blacklist didn't get it either. Kazan and Schulberg took *On The Waterfront* to Darryl Zanuck, head honcho at 20th Century Fox. Zanuck turned them down. "Who," he said, "gives a shit about longshoremen?" M



AUTHOR AND screenwriter Budd Schulberg, 88. He died this month at the age of 95.

KORAL NEVILLE ELDER/CORBIS

MACLEAN'S

BESTSELLERS

COMPILED BY BRIAN BETHUNE

Fiction

1	**THE GIRL WHO PLAYED WITH FIRE** by Stieg Larsson	1 (3)
2	**INHERENT VICE** by Thomas Pynchon	(1)
3	**THE ANGEL'S GAME** by Carlos Ruiz Zafon	4 (8)
4	**BAD MOON RISING** by Sherrilyn Kenyon	(1)
5	**THE LITTLE STRANGER** by Sarah Waters	5 (15)
6	**THE CHILDREN'S BOOK** by A.S. Byatt	2 (17)
7	**DEFECTOR** by Daniel Silva	6 (3)
8	**BROOKLYN** by Colm Toibin	7 (4)
9	**SACRED HEARTS** by Sarah Dunant	3 (4)
10	**SHANGHAI GIRLS** by Lisa See	10 (2)

Non-fiction

1	**EMPIRE OF ILLUSION** by Chris Hedges	7 (3)
2	**OUTLIERS** by Malcolm Gladwell	1 (37)
3	**WHY YOUR WORLD IS ABOUT TO GET A WHOLE LOT SMALLER** by Jeff Rubin	2 (12)
4	**THE BOLTER** by Frances Osborne	6 (6)
5	**THE EVOLUTION OF GOD** by Robert Wright	3 (4)
6	**THE CELLO SUITES** by Eric Siblin	5 (21)
7	**THE MORBID AGE** by Richard Overy	(1)
8	**SLOW DEATH BY RUBBER DUCK** by Rick Smith and Bruce Lourie	4 (12)
9	**LISTENING TO GRASSHOPPERS** by Arundhati Roy	(1)
10	**WHEN CHINA RULES THE WORLD** by Martin Jacques	10 (3)

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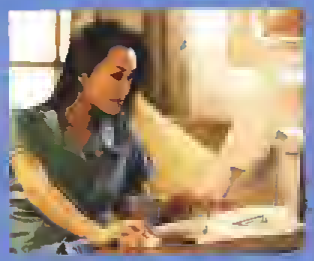
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ROGERS



HOW DID WE MANAGE to emerge from the financial crisis? First, by publishing approximately 2,500 books about the financial crisis

So long, recession. We'll miss you.

You taught many of us about our world, about ourselves, about what cat food tastes like



SCOTT FESCHUK

According to statistical indicators, economic analysis and the fact that millions of actual people paid actual money to see *G.I. Joe*, the recession is over. Quick, honey, glue the Visa card back together—*we're going shopping!*

We've all had our ways of coping during this crisis. I for one have responded to hardship by comparing my situation to those who have lost their jobs or those who still have their jobs but have to work with Whoopi Goldberg.

It's a useful exercise. For instance, no matter how hard you've been hit, you're probably still better off than Travis Henry, the former football player who claims he can't support the nine children he has fathered by nine different women. (Apparently, his cash reserves were drained by costs associated with legal matters and Mother's Day.) Henry's plight is so unappealing that I almost wonder if being imprisoned for cocaine trafficking would be a preferable pickle. Hang on, let's ask him, since Henry was recently imprisoned for cocaine trafficking.

Now that our esteem is boosted, a question: how did we manage to emerge from the financial crisis?

1. We published approximately 2,500 books about the financial crisis. It's an innovative idea—jumpstarting a moribund economy by writing endlessly about how the economy came to be moribund. Using the same principle, Robert DeNiro should be able to revive his reputation as a good actor by starring in a movie about how he came to be a hack actor.

2. We got bored. The Great Depression lasted the better part of a decade, but that's because the 1930s were an era defined by primitive technology, rudimentary communications and prolonged use of the word "gams." Our ultramodern culture gets bored of things *way* quicker. For instance, the swine flu earned wall-to-wall coverage until it didn't kill enough people swiftly enough. By the same token, the recession was enthralling for a while, what with the stock market carnage, global panic and repeated utterance of "stimulus," which made male viewers think of naked ladies—but, meh, time for something new.

3. Michael Jackson died. Within days, Apple had made roughly seven trillion dollars from impulse downloads of Jackson's music. This caught the eye of the U.S. Treasury Secretary, who has devised a plan to respond to signs of the next economic downturn by assassinating Fleetwood Mac.

Obviously, there are some good things about the recession coming to an end. Here's one: although I'm willing to do my part and make sacrifices, there are only so many times a man can endure a presidential speech on the ailing economy resulting in the pre-empting of *Supernanny*. Here's another: the rebounding of the markets means we no longer have to pretend we have any idea what a collateralized debt obligation is. (That goes for you too, Geithner.) Best of all, we can finally stop with the cannibalism, which is a load off my—what? Why are you looking all aghast? Don't tell you haven't been ... oh.

So *this* is what awkward feels like.

But here's the truth of it: you will be missed, recession. We will miss your complex lessons about how the 21st century economy works (Giving huge mortgages to people with no money? Dumb, apparently.) We will miss how you forced Wall Street tycoons to stop lighting their cigars with crisp $100 bills and start lighting them with two nickels rubbed together furiously. And we will miss how you taught us about our world, about ourselves and about what cat food tastes like.

Above all, we will miss the way you prompted U.S. legislators to obsess over how far the Obama administration's $800-billion stimulus plan would extend if it were laid out, stacked or otherwise measured in dollar bills. *If the bills were stacked one on top of the other, it would create a pile of money 44,000 miles high! Laid end to end, it would stretch to the sun! Stretched one after another, it would circumnavigate Kirstie Alley!* (The first two descriptions are real and remained hilariously entertaining even after they were both enacted as part of Obama's job-creation efforts.)

Yes, you've had a good run, recession. You forced free market enthusiasts to realize that when you leave everything up to the invisible hand, sometimes that hand is going to punch you in the face. You made wearing the same clothes every day seem frugal instead of gross, and countless math teachers thank you for that. You forced lousy car companies to restructure, bad banks to go broke and Lindsay Lohan's latest movie to go straight to DVD. For that last one alone, we owe you.

But you did more. You *improved* us. Thanks to you, we have detached ourselves from the culture of conspicuous consumption. We have come to savour the simple things in life, such as family and friendship. We have learned the value of discipline and the cost of extravagance.

All of which leads us to say: good riddance, recession. And thank God all that's over. M

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GETTY PHOTO ILLUSTRATION BY ADAM CHOLEWA

THE END

TARIVONA ASHER MUTSENGI

1983-2009

Forced to flee Zimbabwe, he longed to learn of farming here, and to take his knowledge home

Tarivona Asher Mutsengi was born on March 8, 1983, in Bulawayo, a city in southwestern Zimbabwe, the first of five children to Philip Gilbert, a businessman, and his wife, Martha. As a child, Asher—as everyone called him, spent most of his time in the nearby town of Plumtree, where Philip owned a gas station, and the family had enough land to grow watermelons and maize. During holidays, cousins, aunts and uncles would descend on their garden. With his wide smile and quick wit, Asher was always "the centre of attention," says sister Rumbidzai, naturally assuming the leadership role in childhood games, pretending he was a priest (the family were devout Catholics) or a doctor. Whenever one of the lads had a loose tooth, he insisted that the new one would grow in faster if they let him remove it—which they did. "We believed everything that he told us because he was so convincing," says Rumbidzai.



In addition to their fields in Plumtree, the family had a farm in Gutu. At the time, they could have afforded to hire farmhands, but "my father preferred us doing it, so that we experienced it," says Rumbidzai. Philip rewarded his children for good grades, and Asher had no trouble meeting those expectations; he was once given a bicycle for his academic achievements, and would let Rumbidzai ride it—as long as she paid him in chocolate. A member of the debate club, Asher held firm to his convictions. The only time he didn't make the top spot in his class was on purpose, after an argument with his father. Says Rumbidzai, "He liked stressing his point, even if it was a losing side."

After high school, Asher went to Bulawayo to study soil management at Solusi University, and worked on farms in the region. At one point, his employers were driven from the land under a controversial program to redistribute white-owned farmland to poor blacks. By then, Zimbabwe was in the grips of an economic crisis, with fuel, food and medical care in short supply. But even when "the shelves were empty," says Rumbidzai, the family never talked politics. To do so was to risk reprisal from President Robert Mugabe's secret service; dissenters were known to wind up in prison, or dead. Asher however, "wasn't afraid of anything," she says. He sent in opinion pieces to local media outlets and started a blog.

Soon it was illegal in Zimbabwe to publish anything "likely to cause alarm or despondency," and journalists had to be licensed by the government. But even as reporters were being detained, Asher kept writing pieces under his real name. After the spokesman for the main opposition party died in state custody, Asher wrote that he had "pointed the way for us [to] a land no longer torn asunder with intolerance, tyranny, ethnic strife and poverty." The land reform remained a sore point, he later wrote. "The new owners, all of them Mugabe's cronies and supporters, lacked the necessary capital, infrastructure, equipment, seeds and fertilisers."

Asher kept this work separate from his family, and particularly his father, who "was not so comfortable with his political enthusiasm," says Rumbidzai. When he was roughed up in 2006 for his criticism of Mugabe, he didn't divulge much about the incident, but it contributed to his decision to leave Zimbabwe. He went to Texas in April, where his aunt was living, and finished his degree. While overseas, he founded *Zimbabwe Metro*, a news website intended "to give the diaspora a voice," says one Metro reporter, who writes under the pseudonym Dave Fish Eagle. To Asher, "voices worked both ways," says Dave, and comments posted by Mugabe supporters were never deleted.

Later that year, Asher moved to Canada, where he thought it would be easier to get refugee status. He planned to learn more about farming, and when it was safe for him to return to Zimbabwe, bring those skills home. He bounced around the West, earning money for his family in all manner of jobs, even once as an embroiderer.

But he was eager to return to the land, and wanted in particular to experience a Canadian harvest. In April he got a job on a grain farm in Central Butte, Sask. His personality, and his propensity to break into dance—on one occasion, atop a tractor—made him "instantly lovable," says Sara Bryan, whose father, Doug Bryan, owned the farm. He spent days in the fields and evenings online, updating his website.

On July 27, Asher was helping Doug unload a bin of grain when the auger stopped flowing. The grain had become stuck high in the bin—a relatively rare occurrence. Doug was going to climb up and shovel it out, but Asher volunteered instead. Somehow, he fell in. The men tried to pull him out, but Asher suffocated in the grain. He was 26.

BY RACHEL MENDLESON



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